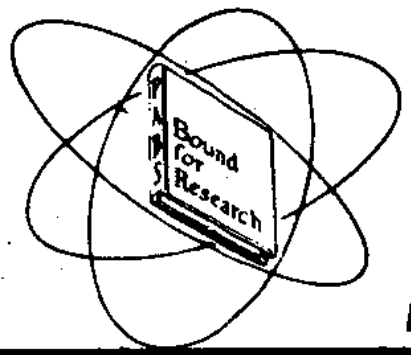
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THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

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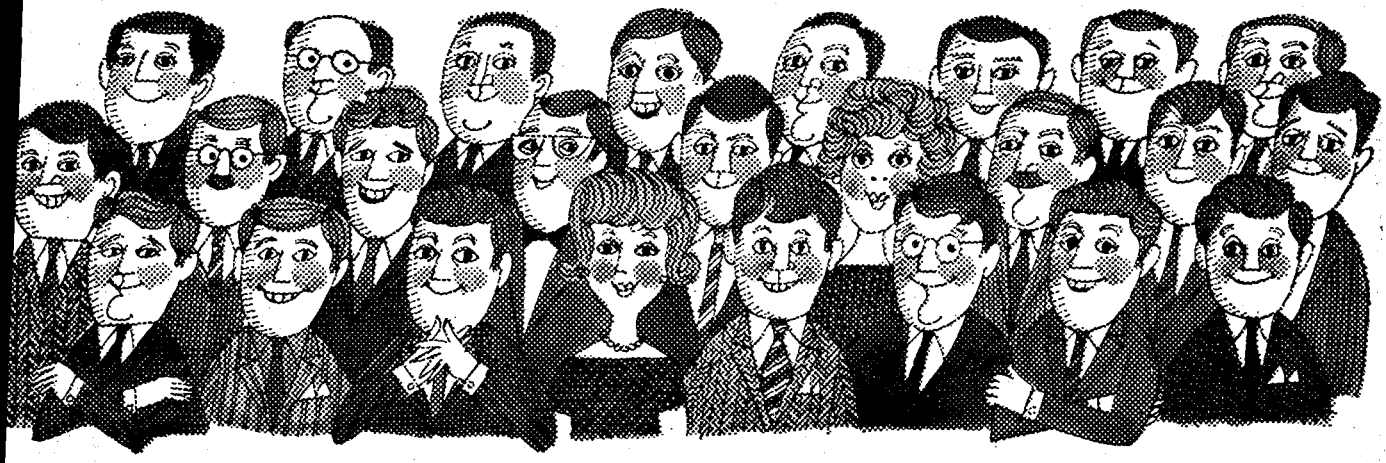
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NIRA Recreation Management
THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Twenty Million in Seven Years!

In 1956 the NIRA Board of Directors tabled a motion on employee travel on the grounds that it wasn't a *bona fide* industrial recreation activity. At that time only a handful of firms, including Standard Oil of New Jersey, Grumman Aircraft Corporation, and Ford Motor Company were offering tours through their employee recreation associations.

In 1957, however, the travel bug bit, and NIRA's Board met at an exploratory session in Chicago, with leading carriers and tour operators attending. Result: The NIRA Travel Council was born, its main purpose being to assist NIRA member companies in the development of employee group travel.

What happened is now travel history. Through special projects NIRA-member companies were shown how to form clubs for travel. NIRA conferences began to include sessions on travel; a how-to-do-it group travel kit was developed and distributed, and RECREATION MANAGEMENT began a series of features designed to show members how employee travel could be an important part of the company's recreation program.

It soon became evident that industrial group travel was catching on and besides the fun of organizing, there was the savings from group arrangements on air and land fares that could make travel dreams a reality.

NIRA, as industry's national clearing house on recreation, has worked closely with the Civil Aeronautics Board for equitable rules and regulations governing employee group movements. We were among the first to protest some of the original discriminating charter regulations, including "blackout periods" that penalize employee group travel, especially during plant shutdown periods.

During 1964 nearly one half of all American families—or 25 million of them—will take a vacation trip from one to four weeks, many of them planned through the assistance of the company recreation office. The International Civil Aviation Organization, comprised of 101 countries, reported recently that 134 million airline passengers set a new record of 90 billion passenger miles in 1963. A 12 per cent increase over 1962.

One major New York corporation—a NIRA member firm which had no travel program four years ago—handled more than $500,000 in employee group travel business through its recreation department last year. With such a growth picture, it's easy to see why among NIRA members alone employee travel will become a $20 million business during 1964.

What we've tried to indicate in this special Travel Issue is that it's just a beginning.

Don L. Neer



In this number, R/M pays tribute to the Travel Industry, whose technological advances have since mid-century fulfilled the wanderlust of the industrial employee.

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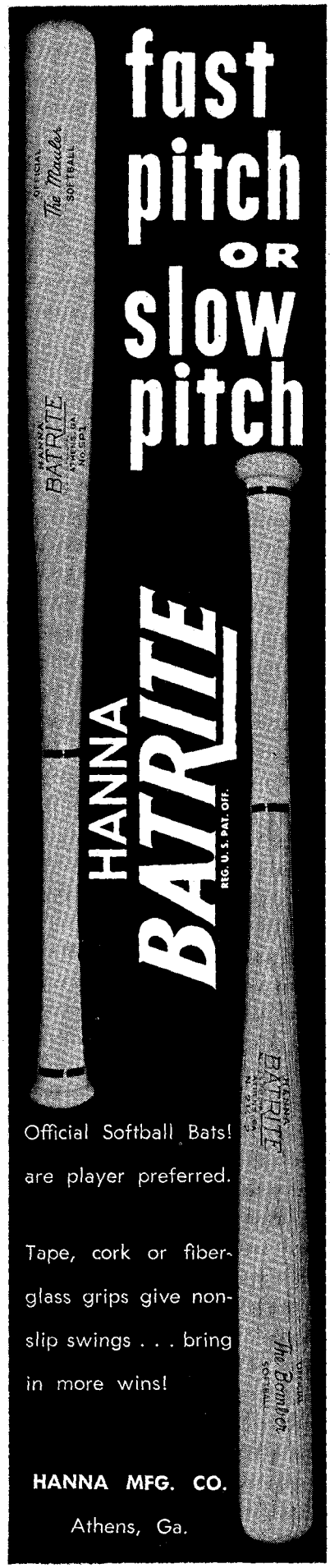
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signs of the times...

CATERPILLAR IS EMPLOYER OF YEAR. Caterpillar Tractor Co., Peoria, Ill., which has approximately 3,000 handicapped persons among 33,000 U.S. employees on its payroll, has been named "Employer of the Year" by the President's Committee on Employment of the Handicapped. The award is made annually by the Committee to give recognition to employers who render outstanding service in providing useful and suitable employment to handicapped persons. Caterpillar was nominated for the award by the Illinois Governor's Committee on Employment of the Handicapped.

7 NIRA MEMBERS AMONG TOP 10 U.S. FIRMS. A liberal employee benefits program is one of the common denominators found by a "Presidents' Panel" of 300 top executives in rating the top 10 U.S. firms for a ne study for Dun's Review. Seven NIRA-member firms are on this "blue chips of American management" list. They are General Motors; International Business Machines; E. I. duPont; American Telephone & Telegraph; Minnesota Mining and Manufacturing; Eastman Kodak, and Genera Electric.

"PAY LATER" TRAVEL PLAN ADOPTED BY SOME FIRMS. Several industrial firms and at least one government agency, the U.S. Department of Agriculture, are now giving a boost to their employee travel programs through cooperation with the employee credit union. "Ag" boasts one of the most active travel groups in the country, and articles in the Ag Reporter remind employees of the availability of funds for travel through the credit union. Motorola, Inc. is another firm which recently called employees' attention to traveling via a credit union loan. One of the obvious advantages is the fact that the interest rate is low. Another is that employees who participate in a credit union program, share in its earnings.

TOURS VIA CAMEL HALTED TEMPORARILY. A camel owner's strike halted pyramid tours in Egypt recently. The owners were protesting new regulations requiring an annual renewal of camel licenses and fixing the fee for hiring a camel at 15 piastres—about 35 cents. The camel owners were contending that the fee was too low.

AMF MARKETS 'INSTANT SNOW.' American Machine and Foundry Co. has reportedly perfected a snow-making machine which is being used at the Winter Olympic Games, Innsbruck, Austria. Essentially a simple mechanism, the snowmaker has the appearance of a machine gun on a tripod. It produces the snow by shooting out compressed air and water in freezing temperatures.

NIRA-MEMBER FIRM PASSES MILESTONE. One of the nation's best known amateur basketball teams is marking a milestone this year. The Akron Goodyears, of Goodyear Tire & Rubber Co., are 50 years old, having been started in 1917. Under Coach Charles Bloedorn, and currently under Hank Vaughan, the Goodyears have posted excellent records and in the past decade they have won 320 games as against only 132 losses. Perhaps the crowning distinction for the Goodyears was the goodwill tour they made of the Far East for the State Department and the A.A.U. during 1962—a trip covered in full by R/M last year.

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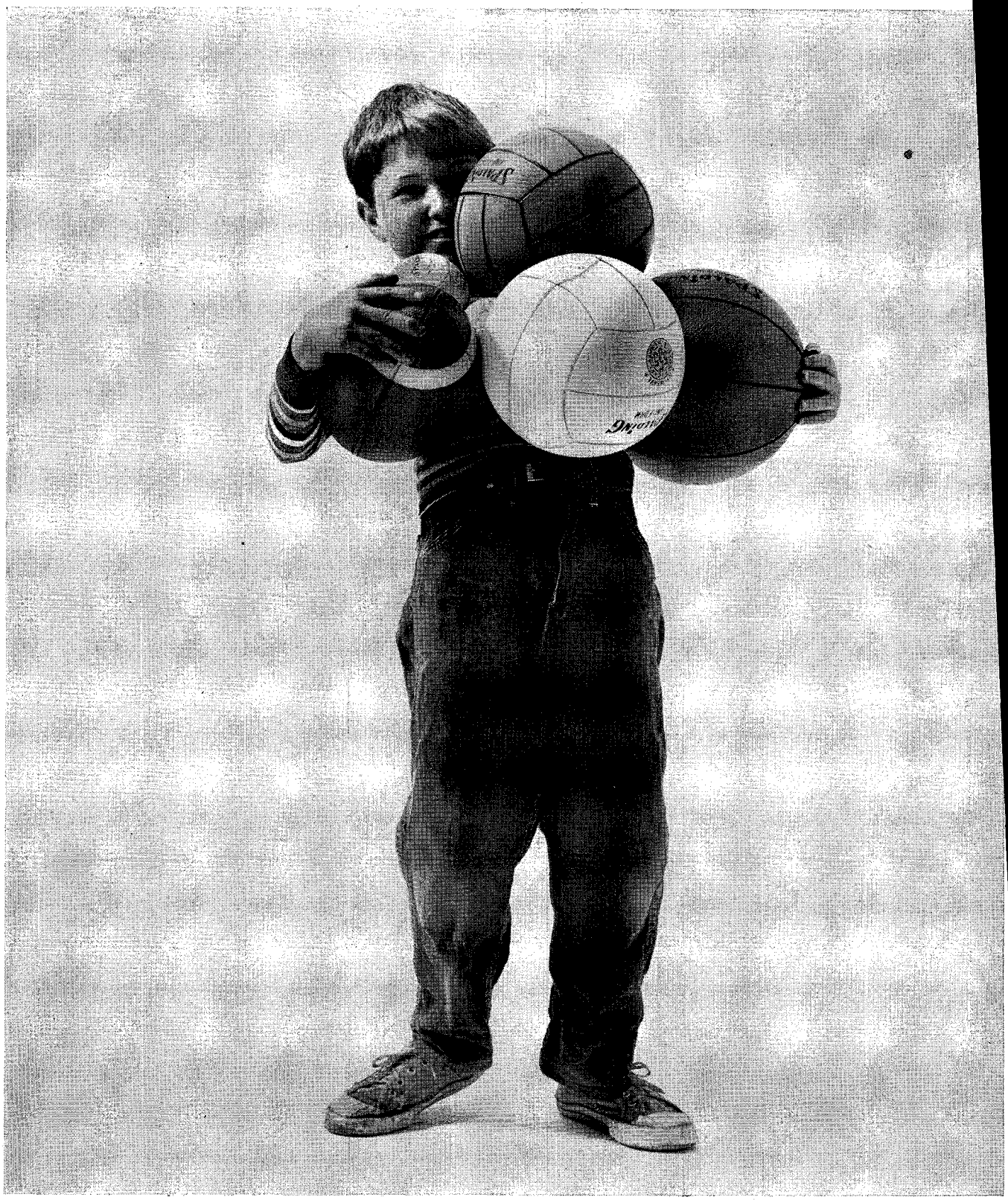
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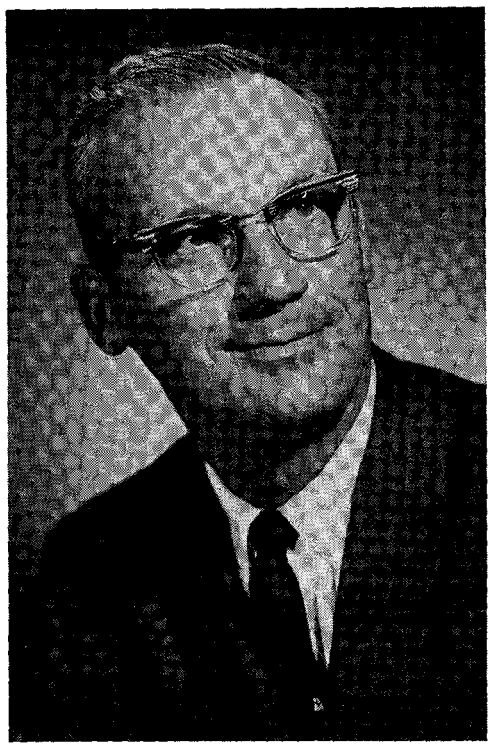
Spalding does, of course.
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STATEMENTS OF THEIR CONVICTIONS ABOUT THE VALUE OF RECREATION FOR THE AMERICAN WORKER BY THE NATION'S CIVIC AND BUSINESS LEADERS

RECREATION: The Great Leveler



by Paul L. Mitzner
vice president, personnel
State Farm Insurance Cos.

Recreation is a great leveler of the artificial barrier between management, supervision, and workers. It provides a setting where employees with varying levels of authority may meet on common ground. It emphasizes the importance of teamwork.

The State Farm Insurance Group's recreation program is not only "for" the employee but "of" and "by" him as well. The company provides the vehicle, but it's up to the employees to supply the gas, step on the starter, and keep the activities in high gear.

That both parties—management and employees—fulfill their assigned roles exceptionally well is amply demonstrated by the fact that more than 8,000 of State Farm's 13,300 employees—plus possibly three times that many family members —participate in a wide variety of activities.

The rewards, in terms of the successful attainment of a number of important management goals, have been unquestionably great.

This recreation program has welded the "State Farm family" closer together: employees into a more cooperative industrial team, and their families into a closer, more mutually appreciative relationship with the companies.

The company's G. J. Mecherle Memorial Park in Bloomington, Ill., is a complete 33-acre recreation center. It is named after the founder of the State Farm Group. It provides an ideal opportunity to meet fellow employees and their families under the finest possible conditions.

Happy families stay together, play together, and their sharing of a happy home is reflected in an employee's superior job performance.

Park operation and maintenance is handled as a separate function through the company's administrative services department. Two supervisors, one for park recreation and one for park maintenance, head a staff of full and part-time personnel whose members serve as court area and waterfront supervisors, day camp leaders, life guards and locker room attendants.

The park affords our more than 2,000 employees in Bloomington a private swimming beach, fishing, picnicking, softball, and baseball facilities, tennis, badminton, basketball, and a complete children's recreation area.

With separate areas for swimming, diving, and fishing plus the 20′ x 40′ wading pool, the lake is one of the many attractions that keep employees and their families returning time and again to the F. J. Mecherle Memorial Park.

R/M continues its feature on State Farm on page 38 of this edition.

WHY



. . . is NIRA membership important to industrial recreation administrators—the professional men responsible for the growing field of employee activities?

. . . because the National Industrial Recreation Association, a non-profit service organization, is dedicated to the idea that industrial recreation is sound management policy . . . that the recreation director is an important member of management's industrial relations team . . . that the effectiveness of your employee recreation program depends upon the concerted impetus that only a national organization can give to it. Specifically, how is NIRA geared to help you? Look . . .

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I would like to hear more about NIRA. Please send me details about your services.

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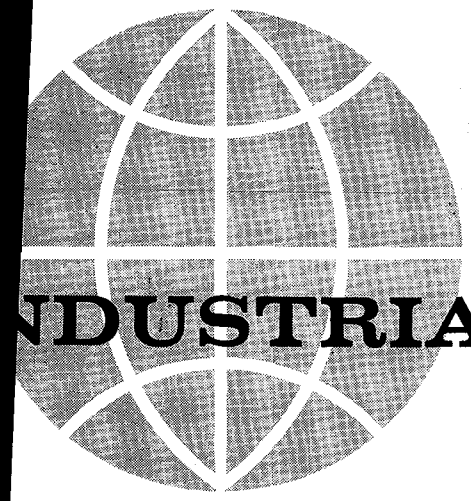
PROGRAM AIDS
NIRA offers a series of "ho to" manuals, pamphlets, an booklets, including *Standar Sports Areas,* on the man phases of recreation manage ment.

RESEARCH
NIRA surveys are valuable in dices for the industrial recrea tion director to measure his programs against, and point the way to new ideas and trends in employee recreation.

PERIODICALS
Ten times a year you will receive RECREATION MANAGEMENT, NIRA's own news and feature magazine. Included are the *NIRA Newsletter* and *Idea Clinic* to help you build your program.

CONTESTS
To help increase employee participation, NIRA annually promotes national contests in the following fields: Bowling, Golf, Rifle-Pistol, Bridge, Fishing, and Camera. An employee of your company could win a trip abroad, or a valuable merchandise award.

CONFERENCES
NIRA sponsors regional, as well as national conferences, where those responsible for employee recreation meet to exchange ideas and work out their common problems.



NDUSTRIAL GROUP TRAVEL

its place in your recreation program

Employee group travel is not really a new idea. The unstoppable urge of Americans to "get up and go" has long been an established fact, and small groups of employees have banded together to travel to domestic and foreign points of interest for decades.

But only in the past 10 years or so has group travel taken its rightful place as a *bona fide* part of the employee services setup, thus giving it the official stamp of company approval.

When it had been determined that the urge to travel was important enough to today's employees that they would form clubs to promote and discuss it, the overall organization and supervision of the activity naturally fell to the recreation department—where the machinery for operating successful group activities was already in high gear in most progressive American firms.

There are some obvious reasons why travel should come into its own in the world of industrial recreation at this time. First, more than 80 million Americans are now taking one to three weeks of vacation every year. There is a natural desire among them to make the vacation period as exotic and adventurous as possible.

Secondly, economic conditions are right. Personal income has kept pace with the technological advances of the transportation industry, and group travel rates are at their bargain best.

The impetus, in turn, which the employee group travel movement has added to the travel industry has been considerable.

Industrial travel activities had reached a point by 1957—as indicated by the response from NIRA's first travel survey—where some sort of over-all planning was desirable.

During 1962, the peak period for group travel—April-September—saw more than 185,000 passengers using chartered planes on the North Atlantic run alone—more than three times as many as in the same period in 1959.

NIRA began a Travel Council, formed of companies in the travel field, to formulate policy for industrial group travel, to assist companies interested in organizing for travel, and to produce a series of travel club aids.

By late 1963, a new survey conducted by NIRA for the Travel Council indicated that the volume of industrial group travel was higher than ever—despite some predictions that a leveling off was near—and that 1964 would be a banner year for the activity.

There are approximately 9,200 companies in the U. S. which employ 500 people or more. The survey put together by NIRA in late 1963 was completed by 30 per cent of NIRA's 600-odd member companies, ranging in number of employees from more than 500,000 to just over 500.

The overwhelming majority of firms responding indicated that they have annual plant shutdowns in the summer months—the most logical time for a group tour—with nearly all of them naming July or August as the dates of the shutdown.

In the survey, 37 plants revealed the dollar volume spent by their employees on group travel during 1963. According to the study, NIRA's recreation directors helped to generate group travel sales of much more than the $10 million projected earlier in the year for member firms. The amounts ranged from $500,000 for one of NIRA's largest members to $4,000 for a firm with fewer than 500 employees.

The survey indicated that close to $20 million would be spent during 1964—a great deal of it on tours to the New York World's Fair. (For an appraisal of what the Fair will mean to employee group travel, see page 18.)

According to FORTUNE, American workers are taking to travel—a form of recreation not long ago reserved solely for the well-to-do—as the inevitable result of and in direct proportion to the rising standard of living.

When, in June, 1963, the steel industry granted thirteen weeks off from work for selected employees with qualifying number of years of service, it set the stage for a travel boom, the extent of which is yet to be assessed.

With improved transportation now bringing the most distant domestic and foreign tourist meccas within the reach of the average employee, group travel has become one of the surest ways for them to find "the experience of a lifetime."





70 4 See

rk World's Fai

s of NIRA-member companies are now helping to create the greatest fair the world ha ever seen: some are erecting magnificent exhibits . . . others are helping to organize tours to the fair for countless industrial employees . . . while firms in the travel field are bracing themselves to transport a record glut of visitors to New York City.

Whatever future generations say about the New York World's Fair of 1964-65, there no longer seems any doubt in the minds of most people that it is the most spectacular fair up to this time in history.

The fair opens April 2, 1964, and will run through Oct. 18. Closed for the winter, it will reopen April 21, 1965 and close permanently on Oct. 17, 1965.

Judging from the advance publicity—and judging from the "advance acceptance" of the fair—the event will undoubtedly spark a domestic travel boom in the U.S. such as the country has yet to experience.

Perhaps it is only by way of "reflex action" that hundreds of thousands of industrial employees will go on tours to the fair this year and next. Among the more than 200 exhibitors at the fair, will be approximately 120 U.S. companies—many of them NIRA-member firms.

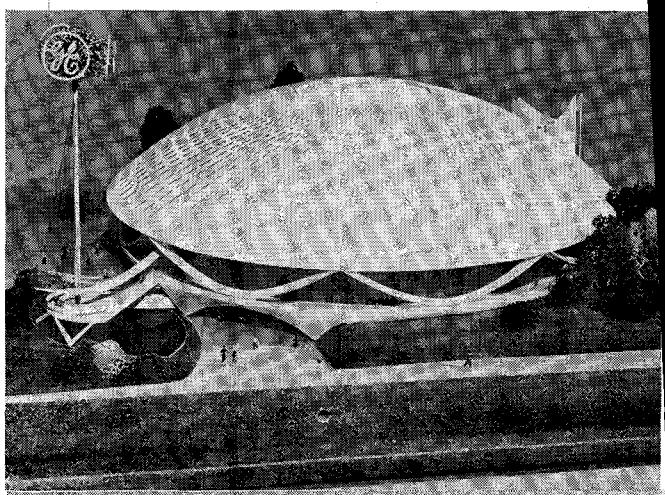
U. S. Steel, whose Gary (Ind.) plant has produced a NIRA president—Ed Mitchell—is presenting the central symbol of the fair, the Unisphere—a magnificent 140-foot structure hovering above a shallow reflecting pool.

This structure is intended to illustrate the central idea of the fair—"Peace Through Understanding"—for it is intended to be an international exposition of man's achievements in an expanding universe and on a shrinking globe.

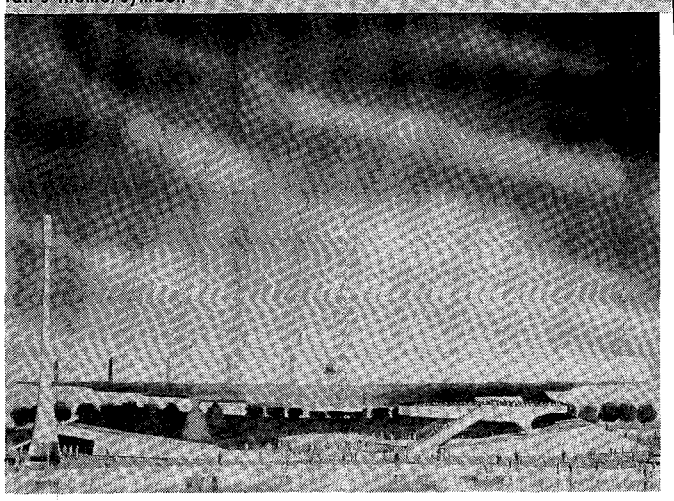
Other NIRA-members with exhibits at the fair include Johnson's Wax, Sinclair Oil, Eastman Kodak, Ford Motor, Chrysler, General Motors, American Machine & Foundry, The Bell System, Scott Paper Co., International Business Machines, General Electric, Pepsi-Cola, American Express Co., The Equitable Life Assurance Society of the U.S., Radio Corp. of America, National Cash Register Co., E. I. du Pont, and Owens-Corning Fiberglas.

In short, big industry will be well represented with exhibits at the fair, and a sizeable per cent of the million of employees who derive their livelihood from these companies, are expected to turn out in force to view the spectacle.

NIRA Travel Council members—among them Happiness



General Electric Co., like the other six companies whose World's Fair pavilions are shown here, is a NIRA member.



Bell System's "floating wing" exhibit rests opposite the Unisphere, the fair's theme/symbol.

s, American Express, Alpha International, Blue Cars, Inc., ours, Inc., and Westworld Travel Service—are betting ily on the fair and most have designed special travel ages to bring in new revenue from the event. Some new es into the field of industrial group travel—Travelpower, for example—are using the fair as a means of acquainting iselves with the big industrial group travel market, which tA serves.

1 the months prior to the opening of the fair, Flushing, ., where the event is being staged, might have been Cape medy. Angular towers, looking like missile gantrys, reached to the sky. Every new structure bulged with the uncovered ews of raw steel.

Bulky construction machines and cranes, manned by helted workers—perhaps the real heros of the fair—are seen frequently now than they were last fall. Much of the reining work will be done by the clean-up crews and the landpe contractors who will smooth over the rough earth-scars d plant the greenery designed to go along with the great uctures of the fair.

It takes supreme coordination to put together a fair as andiose as the one going up on Flushing Meadows. Selecting d designing the site, gathering together the exhibitors willg—and with enough expendable capital—to build a grand hibit is a difficult task.

To the chief engineer's office fell the unique job of coordinating the work that would form the backdrop for the fair—50 separate projects from police stations to parking fields, from lighting to water supply. Making his task more difficult was the knowledge that only a few of the fair's exhibits were to be permanent additions to the Flushing Meadows landscape.

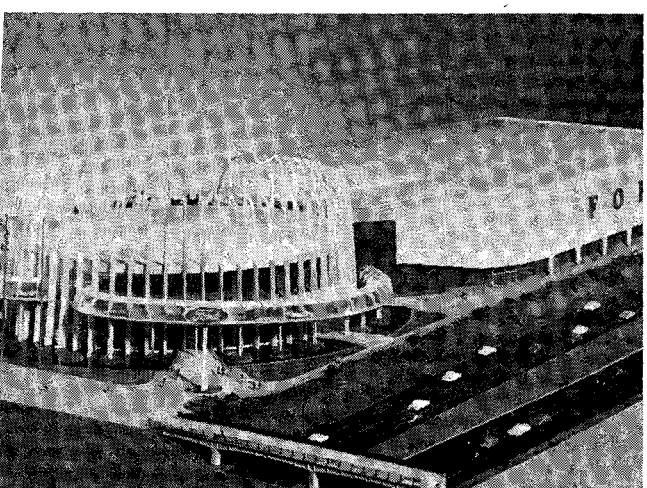
Gradually through the months of construction, the peace-through-understanding ideal has taken shape in concrete and steel.

If the fair provides anything at all, it provides variety—from a Thai temple to a floating steel and concrete marina. So fast have construction methods in this country changed that one of the difficulties experienced by the fair's planners was in acquainting foreign exhibitors with current U.S. building practices.

Great care has gone into the construction of each exhibit—so much so that you would hardly believe that the designers realized their deathless works of art were destined only for the scrap heap after 1965.

An army of nearly 9,000 building and construction tradesmen have raced against time to get the fair site ready on time. They play the final role in the long task of creating the reality of the fair from an idea. Their payroll will run in the neighborhood of $100,000,000 before the job is done.

Of course, the exhibits of today are a great deal more sophisticated than they were in earlier expositions. At the Philadelphia Centennial Exposition in 1876, for example, an

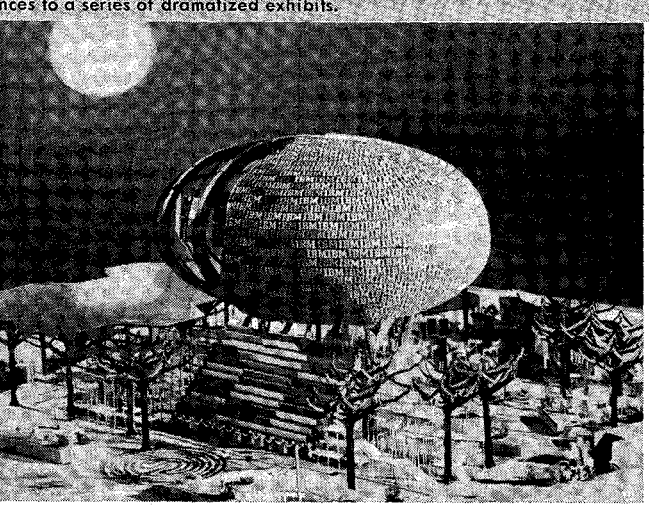


ord Motor Co.'s pavilion will cover seven acres and house a show with ntertainment now being readied by Walt Disney.

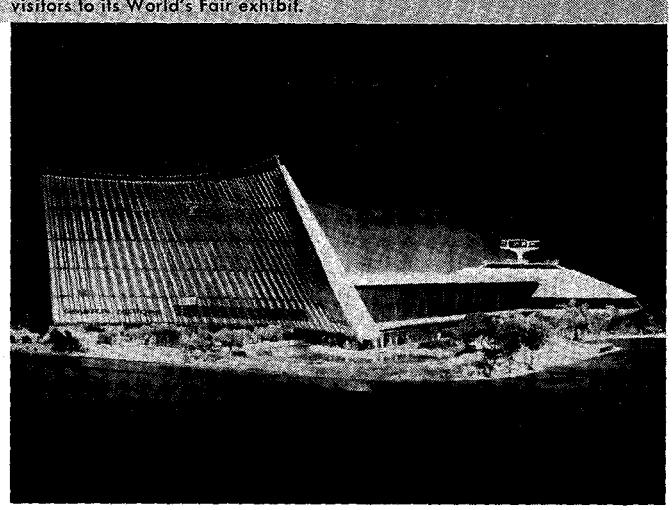


Eastman Kodak scoured the globe for suitable subjects to feature in the largest outdoor color photo display to date.

ternational Business Machines' "information machine" will treat audinces to a series of dramatized exhibits.



General Motors Corp. designed a dramatic 10-story canopy to welcome visitors to its World's Fair exhibit.



unusual looking gadget on a plain wooden table was captioned simply, "Telegraphic and Telephonic Apparatus by A. Graham Bell." At the 1964-65 World's Fair, one of the largest, most expensive, and most beautiful exhibits will be by The Bell System, Alexander Graham Bell's legacy to the world of communications.

Seventy million people are expected to visit the New York World's Fair. Among them will be residents of every state in the union and nearly every country in the world.

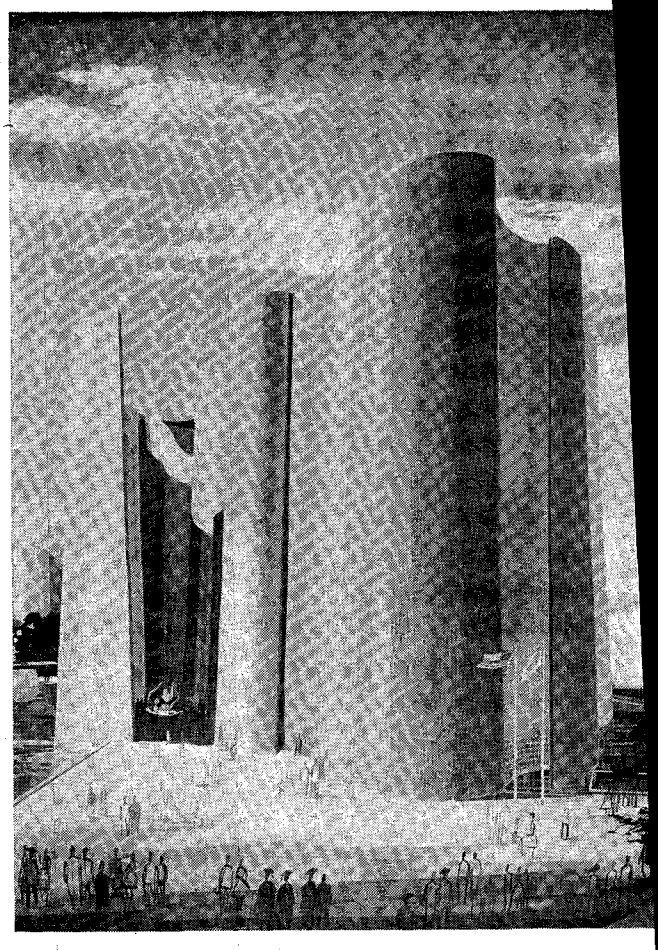
In all more than 45 nations, 25 states, and some 120 major industries plan buildings and exhibits on the 646-acre site. Five religious groups will be represented, including Catholic, Protestant, Christian Science, Mormon, and Billy Graham.

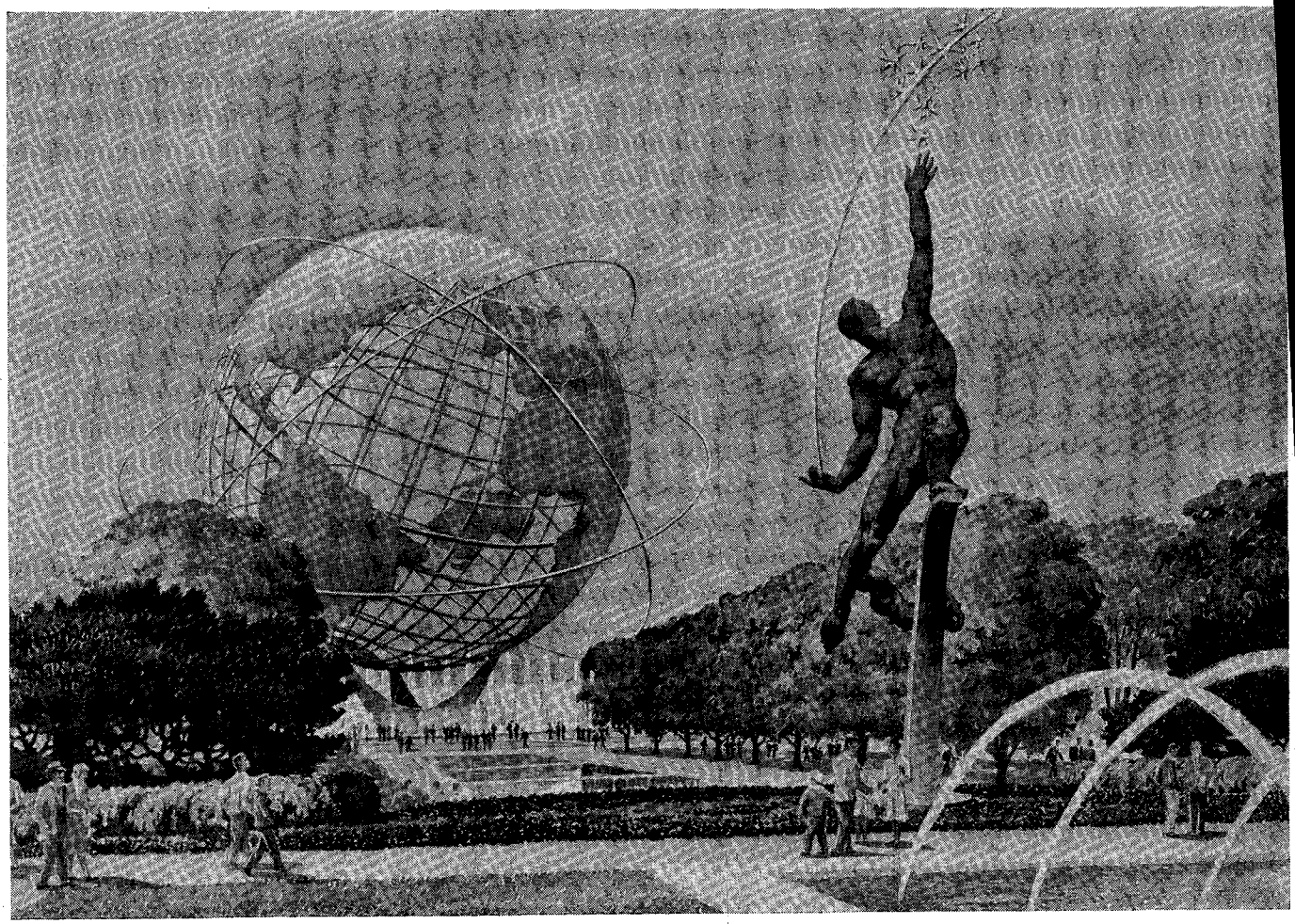
Among the industrial and transportation area exhibits, Walt Disney will perfect a ride for Ford's seven-story structure, guaranteed to carry the visitor, comfortably seated in a 1964 model convertible, through "time and space."

Sinclair Oil is building prehistoric gardens, complete with nine giant dinosaurs, three of which move. Kodak plans to display the world's largest color photographs in the world's largest picture tower, and teams of Kodak photographers scoured the globe in search of suitable projects.

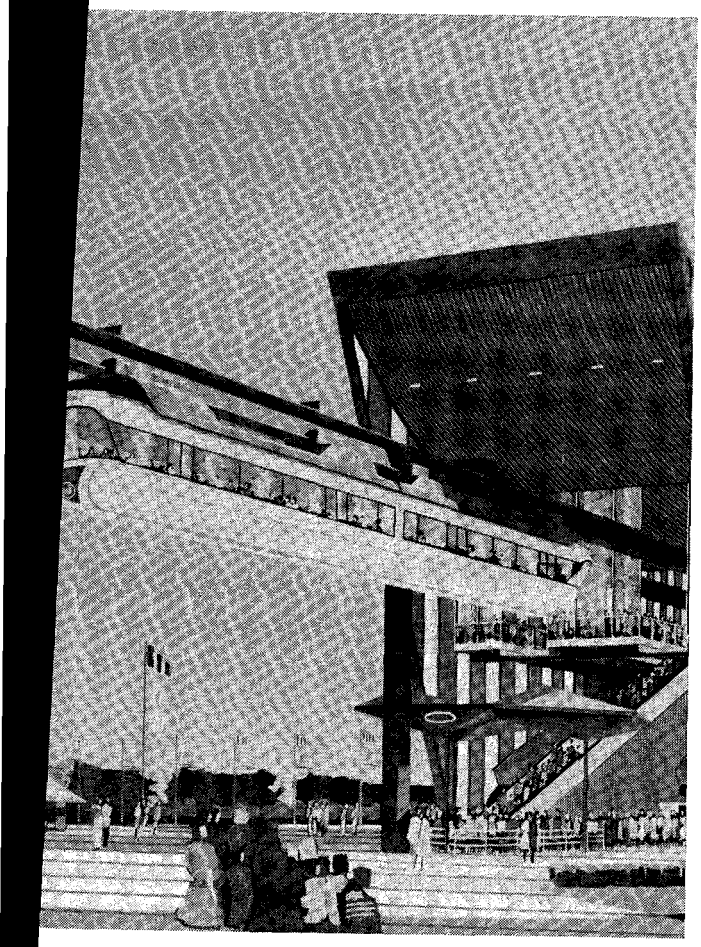
The main attraction of the IBM pavilion is an "information machine," an oval structure raised high above the ground. A series of elevated walkways will lead visitors past the wonders of the computer and electronics world.

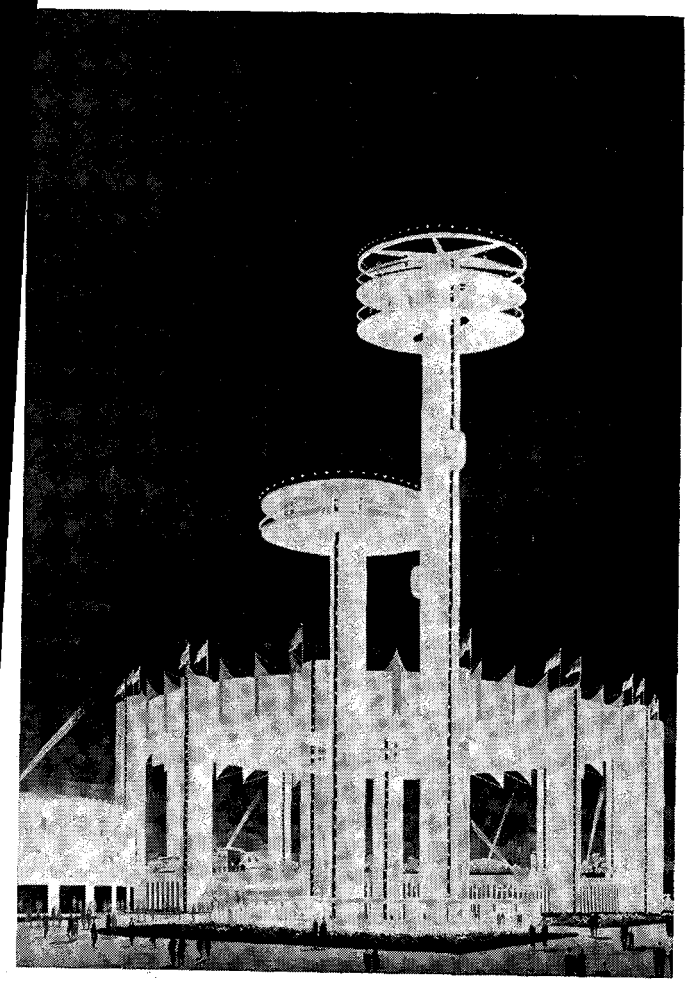
One of the most fascinating areas under construction is the marina complex in Flushing Bay. This $8 million project will be a floating structure, built almost entirely of Fiberglas reinforced plastic. The layout forms seven islands surrounded by a docking area.



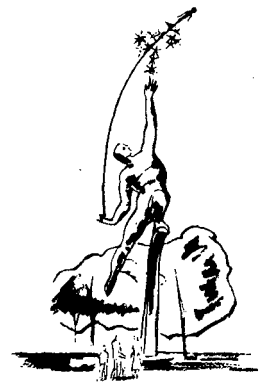


Unisphere presented by USS United States Steel © 1961 New York World's Fair 1964–1965 Corporation





If the fair provides anything, it provides variety in architecture—everything from a Thai temple to a floating steel and concrete marina.
Among the structures soon to be completed are the Unisphere (lower left), the symbol of the fair; the Hall of Science (upper left); the monorail, designed by American Machine and Foundry Co. (upper right), and the New York State exhibit (lower right).
In all more than 200 exhibits will grace the fields of Flushing Meadows during the 1964-65 New York World's Fair.



Sponsored by Owens-Corning Fiberglas Corp., a NIRA-member firm, the marina will become a permanent part of the Flushing Meadows park area.

There will be a number of entertainment extravaganzas at the fair, including the John Ringling Circus and Dick Button Ice-Travaganza. The U.S. Olympic trials will also be held on the grounds and at nearby Meadow Park Municipal Stadium—a structure which will remain a permanent part of the area.

The fair has the official sanction of the U. S. Government and the site was selected by a special commission appointed by President Dwight D. Eisenhower. Besides Mr. Eisenhower, Herbert Hoover and Harry Truman are honorary chairmen of the board.

The World's Fair is located in the geographic center of the metropolitan New York area. In the same location as the 1939-40 World's Fair, the new fair is nine miles east of Times Square, six miles from Kennedy International Airport (formerly Idlewild), and two miles from the new LaGuardia Airport.

With the prospect of so many millions coming to New York City during 1964-65, the public transportation people have long been bracing themselves for the influx. All major airlines of the world serve New York City, and are expected to draw big profits from the fair.

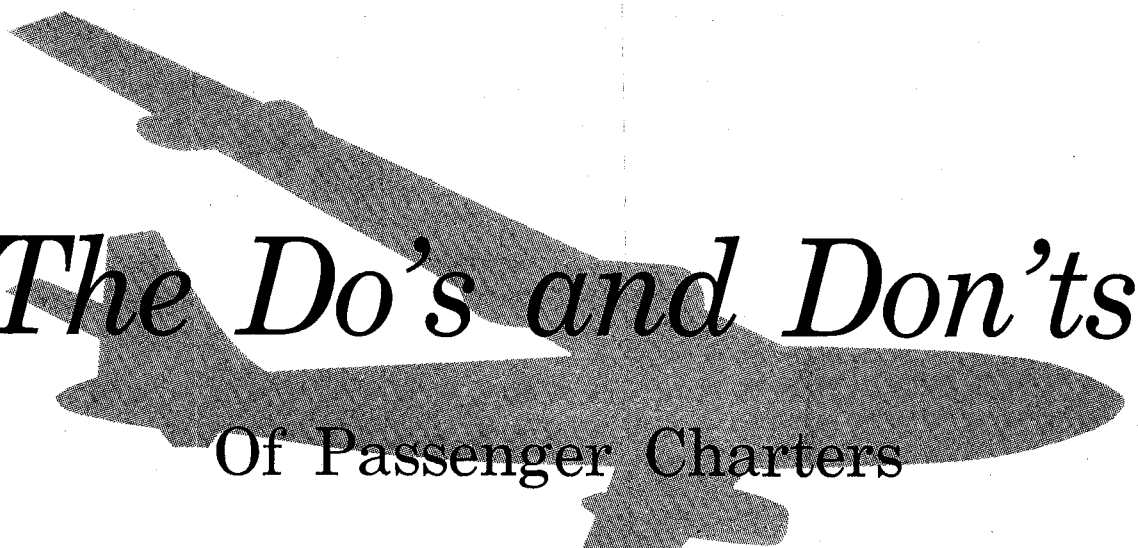
Locally, busses, steamers, helicopters and railroads are arranging "extraordinary services" to handle the crowds. Facilities for 25,000 automobiles in the vicinity of the fair, with shuttle service included in the parking fee—have also been arranged.

Cost of the exhibits to their builders is estimated at $500 million. The real winner at the fair, it appears, will be the City of New York, which some feel has entirely too many motels and hotels for *normal* tourist traffic. Officials estimate that the 70 million visitors who will come to the fair will spend more than $170 million *at the fair*. In addition, conservative estimates peg the amount that the fair's visitors will spend in New York City at between $6 and $8 billion!

According to Fair President Robert Moses, putting together this fair has been a "funny business." He says that it involved a strange combination of engineering and showmanship. The fair is part theatre, part traveling carnival, part insubstantial pageant, and part permanent park.

As opening day draws near, one could only hope that the true legacy he and his colleagues would leave, long after the fair is dismantled, would be a more lasting hope for international peace and progress through cooperation.

Before he was killed, John F. Kennedy said of the fair: "This is our chance to show what our people are like and what we have done with our people. What has gone in the past, and what is coming in the future . . . what we have accomplished through a system of freedom."



The Do's and Don'ts

Of Passenger Charters

The below listed rules for passenger charters are based on the requirements of the International Air Transport Association Resolution 045, as approved by the U.S. Civil Aeronautics Board. The provisions of these interpreted requirements are applicable to charters both to and from the United States.*

The Agent

May:

1) Contact the officers or other authorized representatives (not the individual members) of bona fide clubs, organizations and other affinity groups for the sale of charters.

2) Assist the charterer in the travel arrangements and arrange land tours for the party to be transported as a whole.

3) Arrange land tours, different from those available to the party to be transported, for any individual member of the party upon the request of such individual after the party to be transported is formed.

4) Assist the charterer in the preparation of brochures and other literature describing all aspects of the charter trip.

5) Collect the charter price from the charterer and remit it to the airline.

Must Not:

1) Assist in the organization or assembly of, or gather, directly or indirectly, the party to be transported.

2) In any way solicit members of the charterer or anyone else for transportation on the chartered flight.

3) Distribute brochures or other literature describing aspects of the charter trip.

4) Engage in the administration of the chartered flight, including collecting or disbursing the transportation charges paid by the individual members of the party to be transported.

5) Receive, directly or indirectly, any commission or compensation with respect to either the chartered flight or the land tour if the agent, or any officer, director or employee of the agent is a member of the charterer.

6) Receive a commission from both the airline and the charterer for the same service.

7) Incur any obligation on behalf of the charterer relating to the expenses of solicitation or organization of the party to be transported.

8) Make any payment or extend gratuities of any kind, directly or indirectly, to any member of the charterer whether in relation to air transportation or otherwise.

9) Sign the charter agreement.

*The information included here has been obtained from a source believed to be reliable; however, neither that source nor RECREATION MANAGEMENT can here make representation as to the accuracy of interpretation or the Resolution on these requirements.

The Charterer

Must:

) Sign and submit a charter application on a prescribed
n before the charter agreement is executed and submit
ies of all solicitation material used or contemplated per-
ıing to the charter flight, as well as articles of association,
stitution and bylaws, if any, of its organization.
!) Sign a charter agreement prior to the operation of the
.rtered flight.
3) Refund to the members of the party transported on the
ırtered flight, pro rata, all transportation charges collected
excess of the charter price and reasonable incidental ex-
nses.

May:

1) By its officials and members only, promote the charter
y personal letters, circulars or telephone calls addressed to its
irect members only, its own publications intended solely for
s direct members, or other strictly private communications
ɔ its direct members only.
2) Employ a travel agent to assist in the travel arrange-
ıents and arrange land tours for the party to be transported
s a whole.
3) Retain reasonable incidental expenses from the trans-
ortation charges collected from the members of the party to
e transported.
4) Permit transportation on the chartered flight of a direct member's immediate family i.e. the member's spouse, dependent children and member's parents (not parents-in-law) living in his or her household, provided that the member of the immediate family is accompanied by the direct member of the chartering organization.

Must Not:

1) Describe, refer to or announce the charter in advertisements or by means of public communication, whether paid or unpaid, including but not limited to the press, radio, television and telegraph.
2) Hold out by advertisement, course of conduct or other means, by public solicitation individual passages for transportation on the charter trip.
3) Resell the chartered space, directly or indirectly, to any person other than its direct members and their immediate families.
4) Permit the chartered aircraft to be used by any one other than itself, its direct members and their immediate families.
5) Permit any of its direct members to be transported on the chartered flight who has not been a bona fide member in good standing **continuously since the time of application for the charter and for at least six (6) months immediately prior to the commencement of the chartered flight.**
6) Permit or require members of the party to be transported to pay for transportation on the chartered flight an aggregate amount in excess of the charter price plus estimated reasonable incidental expenses.
7) Permit profit for any individual person concerned with the charter out of the transportation charges collected from the members of the party to be transported.

Charter Qualifications

No charter can be made for the transportation of members
f a group of persons if:

1) the principal purpose, aim or objective of the group is
avel, or

2) the membership of the group exceeds 20,000, or

3) the membership of the group exceeds 5% of the politi-
l unit (country, state, county, town, etc.) from which the
ıembership is drawn, or

4) the membership in the group is not direct i.e. is based solely upon membership in an affiliated group (e.g. membership in a local club which club is a member of a council or association or federation of similar local clubs does not constitute direct membership in the council or association or federation.)

In addition, the carrier must be satisfied that the group, the charterer and the agent meet and comply with all the other requirements of Resolution 045 as approved by the C.A.B.

International air travel—which has given a mighty boost to industrial group tours in the past decade—had its troubles this January.

As this report went to press, the International Air Transport Association had just tabulated the returns of a mail vote from its 94 members—on measures that some thought might significantly affect employee group travel in upcoming months.

Among other proposals was an increase in the 25 person group fare rates—of $15 on the London route—and an extension of the "off-season" 21-day excursion fare to year-round status subject to certain restrictions, at a price "competitive" with group rates.

The same basic group travel regulations were to apply, but group travel would be available only from June 1 through September 15. Group travel would still not be permitted on Friday, Saturday, and Sunday to Europe during June and July nor from Europe during August and September on the same days of the week.

In addition, no group would be permitted to travel to Europe from June 26 through July 12, nor from Europe during the period between August 21 and September 6.

Eighteen "maverick" members snubbed IATA by announcing prior to the vote tabulations their individual fare plans. Reportedly, proposals to cut fares by one-fifth effective April 1, 1964, were almost unanimously agreed upon —but the new group proposals for the lucrative North Atlantic run were extremely unpopular among the 18 who bolted.

It was unclear as this report went to press, just how the issue would be resolved, though most airlines appeared to be going ahead with the IATA plan despite the lack of unanimity. Observers called it a major test of the authority of IATA—once termed a "cartel" by U. S. Senator Jacob Javits because of its price-setting activities.

One thing was clear. The squabbling over fares to Europe and other points would continue to occupy the airlines in upcoming months, just as it had during most of 1963. And how the airlines resolved their difficulties could determine the growth of group travel.

Last May, the British government issued what sounded like an ultimatum to TWA and Pan American when they said the two American carriers would be denied the use of British airports unless they complied with a 5 per cent rise in the cost of an airplane trip to Europe—a me voted unanimously by IATA members, including T and Pan Am, earlier in the year.

What the Europeans were bucking was a CAB (U Civil Aeronautics Board) decision that since Pan Am TWA had posted substantial profits on transatlantic fli during 1962 with half-full planes, a fare increase would be in the public interest, nor would it encourage more tra

Since American carriers must have CAB approval—as as IATA consent—before they can effect any fare chang now became a question of whether one nation's air reg tion agency could countermand the decision of the inte tional fare-setting body. CAB finally gave in—though without making its point.

The European argument centered on the premise that m of the world's "non-American" carriers are substanti smaller than either TWA or Pan American and theref must post higher profits per passenger than their count parts across the Atlantic.

Some rash American souls called for retaliation against t foreign carriers, citing the fact that 70 per cent of the No Atlantic travelers are Americans, while American carri transport only 30 per cent of the total tourist trade Europe.

The Europeans were quick to point out that a considerab percentage of their airline income is poured back into t American economy through salaries—60 per cent or more employees of foreign airlines in this country are Americans advertising, and so forth. In addition, all foreign carrie operating on the North Atlantic run had purchased the transatlantic aircraft from U. S. firms.

Quietly, however, the crisis—and most of the bad feelin —passed, as it became evident that the increase in fares ha not hurt the lucrative summer tourist trade.

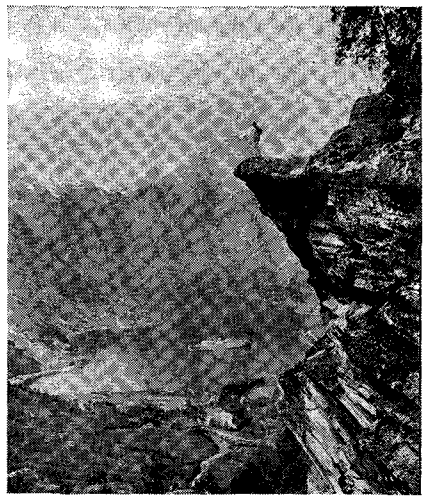
At the time, many observers predicted that IATA itsel would suffer most from the incident because for the firs time in its history the machinery for settling air disputes ha broken down. Last month's crisis may have been a vindica tion of that viewpoint. However, this time the organization who were in revolt were from the other side of the Atlantic

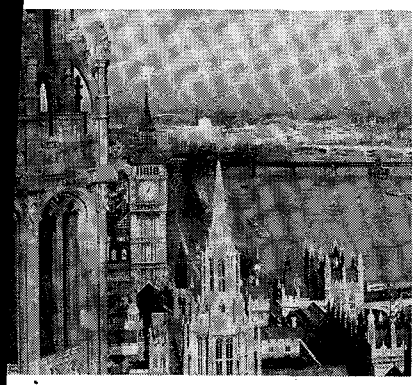
Whether there is enough business now for every interna tional carrier is debatable—but business is growing. Group travel alone on the North Atlantic run has doubled several times over since 1959. And as a means of helping it grow

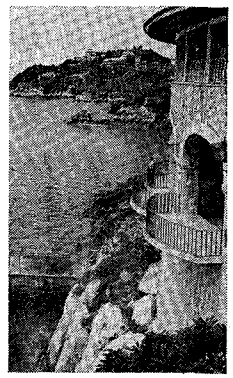
INDUSTRIAL GROUP TRAVE

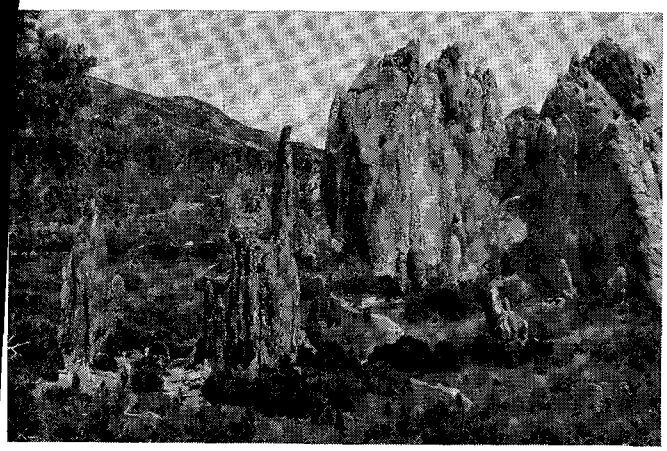
Travel in general is better than ever. But what about employee group tours? How hard hit are they now in light of recent rulings by the International Air Transport Association and the Civil Aeronautics Board, as well as by the independent action of the carriers themselves? Here in a hard-hitting report, R/M appraises the situation now—as well as the future of industrial group travel, as the professionals see it.





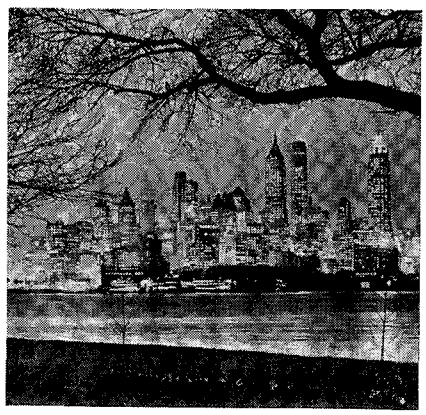






OUTLOOK





even faster there no longer seems any doubt but what rates in general will continue to come down.

Agents for the foreign carriers in this country say they feel Americans going overseas choose a particular airline because of *where* they want to go and *when*—and have no particular loyalty to U. S.-owned carriers. As a matter of fact many foreign carriers trace much of their current business to a sense of affinity which American ethnic groups seem to have with them.

In light of the proposals which most carriers have agreed to this January for lowering fares so that excursion rates will be "competitive" with group rates, there is a great deal of speculation among industrial recreation directors as to the effect that all this will have on employee group tours.

Several tour operators have expressed the belief that it will have little detrimental effect. They say industrial group travel is still enough of a novelty to draw participants on its basic appeal. Secondly, group air fare often represents only a minor portion of the total savings which group travel can pass on to the participant—group land travel and lodging arrangements being the major portion.

As the 1964 travel season approached, most tour operators thought the future of industrial employee tours was still bright —perhaps brighter than ever. NIRA's Travel Council members—who are constantly working to improve the "climate" for group travel—were betting mightily on it.

As reported elsewhere in this issue, a late-1963 NIRA travel survey had shown that 33 per cent of responding industrial plants have shutdowns in the summer months and that they occur almost always in July and August.

These plants, many of which have active travel clubs, are under a serious handicap should they wish to plan summer tours to Europe—or should individual employees plan trips —to coincide with plant shutdowns, because of current "blackout period" policies. The Travel Council is on record with CAB as being opposed to these blackouts.

Against this background of problems, hardships, and arguments, group travel in 1963 continued to gain momentum. To the mind of many a travel mentor, 1964 looked like a fabulously better year.

For one thing, there was the New York World's Fair.

For another, tourism in the Pacific has grown up to capture a belated share of the travel market. Some were predicting that the countries of the Pacific, and not European lands, were the areas to watch now. From Hawaii to Australia, carriers and governments were advertising and promoting as never before in history.

An increasing number of NIRA-member companies discovered the Pacific during 1963. Hughes Aircraft Corp., Los Angeles, for example, sent five tours across the Pacific last fall, including one to Tahiti and one to the Orient.

Japanese travel experts predict that more than 175,000 American visitors will come to their shores during 1964, many of them spectators of the Olympic Games.

In addition to finding whole new areas for group travel, industrial employees in 1963 were finding new seasons for travel abroad. A group of Chevrolet Engineering Center employees, for example, went from Detroit to Zurich, Switzerland, in the dead of winter for a skiing trip last winter. Many IATA members are in favor of promoting off-season group travel, and current summer black-outs are, in fact, designed to produce this effect. *(continued next page)*



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NIRA TRAVEL COUNCIL

CONTACT:

Bud Thoelke • Group Sales
BLUE CARS, Inc.
11 West 42nd Street New York, New York 10036

(continued from last page)

Europe will continue to attract most American tourists years to come, as it did in 1963, and its countries still b fit most from the American tourist dollar. Last summer t ist spending there was reportedly up one third.

The new travel year will bring tighter competition around, with foreign and domestic airlines, hotels, res and other interests each struggling to improve their positi

Though exotic, far-off places and the international carr will again make the biggest advertising splash, sometir it's overlooked that 98 million Americans annually m around on vacations *inside* the U.S. and according to Am can Express will spend something like $26 billion in 19 up $11 billion in the past six years.

The biggest single impact on the domestic tourist trade and incidentally a considerable impact on incoming forei tourist markets—will undoubtedly be the New York Worl Fair, but many other states have increased their advertisi and promotion budgets as much as 300 per cent in the pa several years. These funds are in addition to those lavish by airlines, railroads and bus lines in promoting tourism.

Even in Illinois, where nothing much was ever done promote tourism because previous legislatures viewed it hopeless, the state has embarked upon a $500,000 matchin fund program to be divided up among all of the state counties.

Despite the apparent confusion and disagreement amon the world's air carriers—which is after all only an indicatio that competition is excitingly fierce in the dynamic trave market—even the most conservative travel authorities wer betting heavily on 1964 as a banner year for all concerned

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With over 400 exhibitors from 45 countries showing their best to a projected attendance of 80 million visitors, the 1964-65 New York World's Fair will probably be the most memorable event of these and many years to come. An opportunity to obtain admission tickets and tickets to many different events at discount prices is now available through one transaction for any established group, however large or small.

FUN-PAX—ticket representative for leading rides, amusements, tours, exhibits and restaurants at the World's Fair, will package a variety of attractions for your group, or arrange for admission tickets on an individual basis (provided the individual is part of a group).

Following is a partial list of events which may be yours: Auto Thrill Show • Lake Cruise • Dick Button's Ice-Travaganza • Monorail • Wax Museum • Helicopter Ride to the World's Fair.

Companies presently using FUN PAX services are: Nassau County Civil Service Workers, Meadowbrook Bank, Swissair, B'nai B'rith, Republic Aviation, American Guest Plan, American Gas Association.

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Free beautiful four-color Pocketed Souvenir Folder can be personally engraved with your logo/ Free planned one-day itinerary of free and paid admission attractions/ Free luncheon or dinner discount coupons to select restaurants on the Fair grounds/ Free discount coupons to Jones Beach Marine Theatre, exchangeable right at the Fair grounds/ Free discount coupons to the Hawaiian Pavillion Restaurant.

•

It is certainly true that visitors to the Fair can go as individuals, pay full prices and be "lost" at the Fair grounds through lack of foreknowledge. FUN PAX will send complete descriptive materials of Fair attractions. Take the guess work out of the things you would really like to see, while keeping the FUN in the Fair. By writing FUN PAX you will have the assurance that your time and money will be well spent.

Coupons or other certificates contained in these packages are not obligations of N. Y. World's Fair 1964-65 Corp. and said corporation assumes no liability in connection therein.

For complete information, list of events, bonuses and applications for discount tickets, send a letter on your letterhead to: FUN PAX at the World's Fair, Navarro Attractions Inc., 244 East 46 St., N. Y. C.

Short Group Trips

Easier than organizing a foreign trip, less costly to the individual, and an activity for the whole family, what part does the short inexpensive trip play in the industrial recreation program?

Infinitely easier than organizing a group tour to sixteen European countries, yet an important part of the industrial group travel picture, is the short one- or two-day trip.

Elsewhere in this issue *(Idea Clinic,* page 43) we have tried to give you an idea of how a one-day "mystery" trip was used to good advantage in the Foster Grant Co.'s recreation program.

There are many positive advantages to the short trip beyond the purely negative one that it is easier to promote, organize, and carry off than a 14- or 21-day foreign tour.

Many recreation directors, including NIRA President Walter Dowswell, of Motorola, Inc., periodically promote short, successful group trips by bus or train.

Dowswell notes that the one-day trip—as opposed to the weekend trip, which he feels is somewhat harder to carry off—is an especially important part of his recreation program. It is one of a host of activities which can be run on a modest budget for the benefit of a large number of people.

One of the prime advantages of the short trip for the recreation director is the fact that the bus or train company handles all the details of the tour in addition to the transportation. Once an itinerary has been settled upon they arrange the scheduling, pack box lunches for all the participants, and reserve space at restaurants along the route, and so forth.

All the recreation director has to do in most cases is agree to the "package," and then promote the event in the plant. As with most other events publicity is handled through the plant publication, bulletins, and through other available media.

Surprisingly, Wally Dowswell counts word-of-mouth "publicity" as one important way in which he fills his buses once the basic job of publicizing the event has been done.

Though it means more administrative work, most recreation directors allow employees to return or exchange tickets until a reasonable time before the trip is to take place.

The one-day trip runs on the average something like $7.50 to $12.50, depending on a number of variables including meals, cost of admissions at stopping points, and so forth.

President Dowswell feels that these trips are good for the entire family—whether they are trips to sporting events or jaunts through the historic countryside. Like all other family-oriented recreation events, family-included tours help break down the feeling of mystery which most families have about the big impersonal corporations that pay their livelihoods.

The kind of one- or two-day trips you arrange might depend on where your plant is located and what the nature of your business is. A recreation organization for Chicago banks, for example, has long included a trip to a major industrial plant in its yearly itinerary, because the glamour of manufacturing is fascinating to desk-bound employees whose "assembly line" processes only an endless stream of cancelled checks.

Though New England and the North Central states probably have the edge on group tours to historical sites, most sections of the country and Canada have their modest share of tourist attractions. Trips to nearby cities are often interesting to employees from firms located in small communities, while trips through the countryside are the delight of city folks.

A number of NIRA-member firms in addition run trips to football and baseball games, amusement parks, and shopping centers, state and national parks. Skiing and fishing trips are growing in popularity.

The short one- to two-day trip doesn't hold the glamour of a trip abroad, but until every employee can afford long-range group travel every year, recreation directors could well seize upon this low-budget item to add a new dimension to their firm's recreation program.

Some Thoughts On How To Organize . . .

Next, they select the most suitable or preferred time, se
a special mailing to their entire membership, review the re
and determine if they should go ahead. The trip is public
as one which is open to all travel club members.

A full-fledged travel club operates under the sponsors
and administration of the Pioneers, but membership is o
to all telephone company employees.

"We just started looking for some activity to provide en
tainment, and we discovered very quickly that our memb
were interested in travel," commented Miss Pauline MacM
tin, who chairs the Travel Club.

Early Pioneer trips went to the Western States, the Smok
Mexico, Europe and the Caribbean. In 1964, the New Yo
World's Fair promises to be by far the most successful progr
yet, she says.

Miss MacMartin credits the fair with the growth of t
travel club membership from 535 when the trip was first a
nounced to the present membership of more than 800.

How does the Wisconsin Pioneer group operate its pr
gram? Trip ideas frequently come as suggestions from t
members. The travel committee then meets to discuss it fu
ther and to narrow down the proposals to those with th
greatest appeal.

Then they consult with a travel agency. In the case of th
fair, the travel agent brought in a complete slide presentatio

THE INDUSTRIAL GROU

For the company interested in providing a broad spectrum of recreational activities for its employees during 1964, industrial group travel—properly organized—offers many unique advantages.

First, of course, there are the 25-40% fare reductions possible through air (and other) charter programs. Most employees would be unable to travel extensively without these discounts.

Then there's the advantage of being able to arrange the tour months in advance, so that trips can be scheduled to help relieve pressure on the plant during normally heavy vacation periods.

Travel is an activity with a "built-in interest" that will reach employees who normally do not participate in company-sponsored programs. Group tours comprise a program with great appeal which the recreation department can sponsor at little cost.

Esprit de corps builds up among employees who travel together. Group travel can be used as an incentive program for sales and/or production employees. And so forth.

A number of firms are "forerunners" in providing industrial group travel services. You can find most of them listed elsewhere in this issue as members of the NIRA Travel Council, as Associate members of NIRA, or as advertisers in this special group travel issue.

A typical industrial group travel success story is told of Wisconsin Chapter No. 4, Telephone Pioneers of America. Composed of active and retired Wisconsin Telephone Company employees with 21 or more years of service, the Pioneers have used travel on an organized basis for ten years or more.

sketches of the proposed buildings, information about hote
arrangements, side tours, and a tentative price schedule.

The key to the success of the employee travel program is
continuing promotion through the company publications fo
both the advance and post-trip write-ups.

"We are very pleased to be able to offer attractive travel
possibilities to the members of our travel club," says Mac-
Martin.

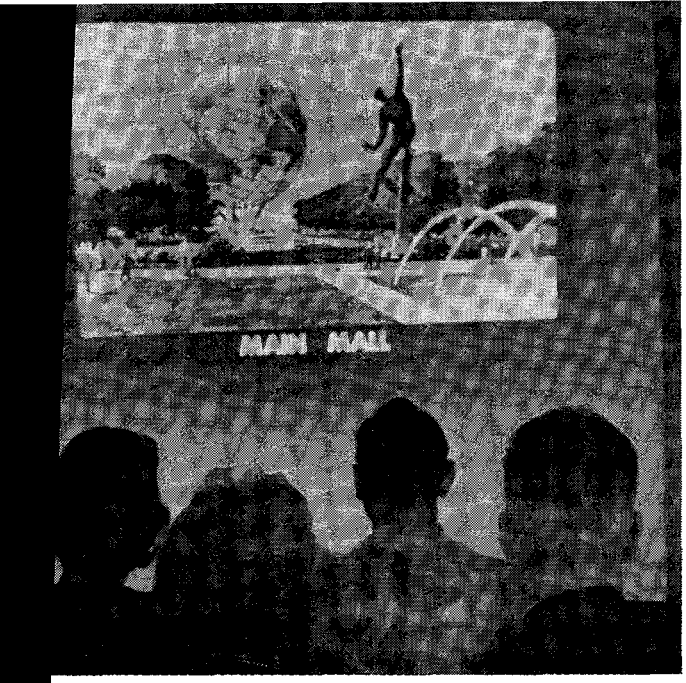
"We are well aware of the advantages to group travel. There
are those who would never venture out on their own except
under the auspices of traveling with a group they know.

"They have the fun of planning together and the joy of
reminiscing afterwards, and of course, there is always the fi-
nancial advantage of reduced rates—that's important, too.

"In our travel program," she says, "we have developed a
group of 'hard core' travelers who take nearly every trip we
offer. But we supplement this group by making travel available
to as many employees as possible. With the World's Fair pro-
gram, we've been able to interest a greater number of em-
ployees and retirees than ever before."

Though increased utilization of planned tours by U. S. industry as an effective employee relations effort seems a certainty for the years ahead, a few tips might be offered here for those who would organize tours during 1964:

—Check various tours quite carefully and compare services as well as price. A few dollars saved will not make up for discomfort suffered by the members of your tour. Unwise cost cutting can well destroy the acceptability of future travel programs.



sconsin Telephone Company employees view slides of New York World's ir at winter session where they planned their 1964 group travel itinerary. oto courtesy Travelpower)

RAVEL CLUB

—Make sure you get service at both the point of debarkation nd the point of embarkation. (In a trip to the New York World's Fair, for example, an unchaperoned group can waste lot of unhappy moments wandering aimlessly around in New York City.)

—Allow ample free time. Some people may want to spend ll their time with the group. Others will want to take side trips.

—Promote the tour thoroughly, by asking your travel agent for individualized color tour folders, day-to-day itineraries, weekly press releases for the house organ editor, promotional material for use within the company to interest all employees, and special kick-off meetings.

—Make sure that the employees on the tour receive an abundance of service, in order to insure their interest in future programs. The key to a successful travel program is to give participants something beyond what they're expecting.

—Some travel agencies will see to it that special airport check-in counters are installed, to cut down delays.

—Special instructions might be mailed each participant a few weeks prior to departure, including itinerary and baggage checks, budget booklets, restaurant lists, sightseeing lists, special maps, special magazines, etc.

—The list of ways in which special concern for the participants of the group tour might be demonstrated is endless, but it is of key importance to make an effort to render such service.

During 1964, employee group travel is expected to experience a banner year. Touring the U.S. or foreign lands with his friends has an amazing appeal to the industrial worker, and many companies are finding that their efforts are as rewarding as those of the Wisconsin Pioneers.

FOR YOUR TRAVEL RACK

Favorite Foreign and Domestic Tours

Travel-minded employees will find the below-listed group tours a valuable aid in planning future itineraries. Each tour is keyed to the coupon below. Clip it out, indicate the number of brochures you require, and where available in quantity they will be sent at once.

DOMESTIC

1A	New York World's Fair
2B	14-day World's Fair & Bermuda Tour
3	Hawaii
4	14-day Charter & Group to Hawaii
5	California and Hawaii
6C	Florida and the Caribbean
7	Las Vegas
8	Miami Beach

EUROPE

1AA	Europe
2	18-day Group Tour of Europe
3	21-day Group Tour of Europe
4	"Insight to Europe"
5	Mediterranean
6	Italian Holiday
7	Iberian Holiday
8	Sunny Ski in Austria
9	Medieval Tours of Ireland
10	21-days Ireland, England & Scotland
11	Shamrock Golf Vacations

OTHER FOREIGN

1A	Mexico
2	Latin America
3	Panama Holiday
4B	South America
5	Canada
6	Middle East
7	Group Tours to Israel
8	Israel & Middle East
9C	Orient
10	Far East
11	Round the World

CLIP OUT

NIRA Travel Council,
203 N. Wabash, Chicago, Ill. 60601

Sirs: Please send me information on the group tours I have indicated by your key numbers below. If available, please send brochures in the quantities I have indicated.

DOMESTIC		EUROPE		OTHER FOREIGN	
#1A___	#2B___	#1AA___	# 2___	# 1A___	#2 ___
#3 ___	#4 ___	#3 ___	# 4___	# 3 ___	#4B___
#5 ___	#6C___	#5 ___	# 6___	# 5 ___	#6 ___
#7 ___	#8 ___	#7 ___	# 8___	# 7 ___	#8 ___
		#9 ___	#10___	# 9C___	#10___
			#11___	#11 ___	

Name_____

Firm_____

Address_____

City_____ State_____ ZIP CODE_____

CLIP OUT

TRAVEL Council

PALMENTOLA



THOELKE



LUBAS



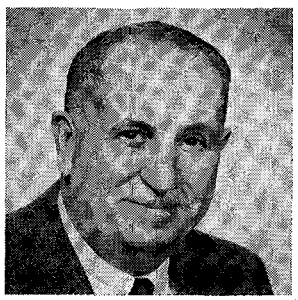
PHINNEY



FARLEY



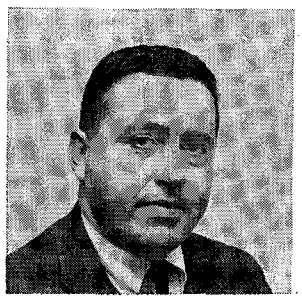
GETZOFF



SMITH



NOBILETTI



To many of the firms in the travel industry—carriers, t operators, convention bureaus, cruise lines, hotel compani resorts, and the like—NIRA and its committee on travel o a vote of thanks. A large percentage of the leaders in th industry can be found on NIRA's membership rolls.

To the members of the Travel Council, however, NI owes a special debt of gratitude. Through five years spectacular industry growth, they have served as NIRA special council on group travel affairs, and their manpow and financial assistance have made NIRA's employee trav program a reality.

Here, in capsule form, is a short product and service pr file of each current Travel Council member. All are reco nized leaders in their field.

Tour Operators

ALPHA INTERNATIONAL

NIRA REPRESENTATIVE: Enzo Palmentola, 200 W. 57t Street, New York, New York. Ph: JU 6-3369. GEOGRAPHI CAL DATA: Alpha features tours to England, France, Hol land, Italy, Switzerland, as well as to South European an Scandinavian countries.

AMERICAN EXPRESS CO.

NIRA REPRESENTATIVE: Kenneth Farley, Mgr. Group Travel Sales, 65 Broadway, New York, New York. Ph: WH 4-2000. NATURE OF SERVICE: American Express provides variety of travel services in addition to group tours. They include travellers cheques, money orders, credit cards, foreign remittances, and overseas banking.

BLUE CARS, INC.

NIRA REPRESENTATIVE: F. H. Thoelke, Blue Cars, Inc., 11 W. 42nd Street, New York, New York. Ph: OX 5-2135. GEOGRAPHICAL DATA: Worldwide tour operator, specializing in group travel. Parent company owns and operates 66 motorcoach companies in Europe. Offices in the U. S. and abroad.

HAPPINESS TOURS/JOURNEYS INTERNATIONAL

Colonel Benjamin Getzoff, Happiness Tours/Journeys International (A division of E. F. MacDonald Travel Co.), 36 S. Wabash Ave., Chicago, Illinois. Ph: ST 2-4900. GEOGRAPHICAL DATA: Complete travel service to anywhere in the world. Escorted and independent tours to Europe, Mexico, South America, the Middle East. Domestic travel to Hawaii, New York, Washington, Florida, Colonial New England, Colonial Virginia, California, Eastern and Western Canada and National Parks.

UNITOURS, INC.

NIRA REPRESENTATIVE: C. Joseph Lubas, Unitours, Inc., 60 E. 42nd Street, New York, New York. Ph: OX 7-9757. GEO-

AN



SANDSTROM



ETT



Travel Affiliates

In addition to the Travel Council, NIRA lists the following affiliate members from the general field of travel.

CARRIERS

Japan Air Lines
Sabena Belgian World Airlines

HOTELS

Hotel Abbey, NYC
The Mayflower Hotel, D.C.
Pick Hotels Corp., Chi.
Schine Enterprises, NYC

TOUR OPERATORS

Allen Travel Service, Inc.
Garber's Travel Service
Overseas Travel Co.
Travel Headquarters, Inc.
Universal Travel Agency

ALLIED GROUPS

N.Y. State Dept. of Commerce
Eden Isle

RAPHICAL DATA: Group tours to Europe, Hawaii, Mexico, e Middle and Far East, and Around the World. Offices in ew York, Washington, Dallas, Los Angeles, San Francisco, onolulu, Toronto, Paris, London and Tokyo.

VESTWORLD TRAVEL SERVICE
IRA REPRESENTATIVE: Walter J. Peters, Westworld Travel ervice, 355 N. La Cienega Blvd., Los Angeles, California. h: OL 5-6202. NATURE OF SERVICE: General travel services with emphasis on domestic and international group travel.

Carriers

AIR INDIA
NIRA REPRESENTATIVE: William F. Burke, Sales Mgr., 410 Park Ave., New York, N.Y. 10022 PL 1-4146. GEOGRAPHICAL DATA: New York, London, Paris, Frankfort, Prague, Geneva, Rome, Cairo, Delhi, Bombay, Calcutta, Madras.

BRANIFF INTERNATIONAL AIRWAYS
NIRA REPRESENTATIVE: Robert T. Phinney, Braniff International Airways, Exchange Park, Dallas, Texas. FL 2-1721, ext. 500. GEOGRAPHICAL DATA: Air transportation to more than 50 U. S. cities and 10 Latin American countries, with nine jets weekly to South America—daily jet to Mexico.

CARRIBEAN CRUISE LINES
NIRA REPRESENTATIVE: John E. Smith, Jr., President, 600 Southern Building, Washington, D.C. 20005. GEOGRAPHICAL DATA: Cruises for groups of 50 to 1,500 from any one of a dozen East Coast ports. Ports in Carribean include Ocho Rios, San Juan, Montego Bay, Kingston, Montego Bay, St. Croix, St. Thomas, Nassau, and others.

IRISH INTERNATIONAL AIRLINES
NIRA REPRESENTATIVE: Marion Brennan, Irish International Airlines, 572 Fifth Avenue, New York, New York. GEOGRAPHICAL DATA: Operates Boeing "Shamrock" jets into 29 cities in 13 European countries from New York and Boston. Cities include Shannon, Dublin, Belfast, Cork, Glasgow, Liverpool, Cardiff, Bristol, Edinburgh, Copenhagen, London, Brussels, Amsterdam, Frankfurt, Paris, Rennes, Zurich, Rome, Lourdes, and Barcelona.

KLM ROYAL DUTCH AIRLINES
NIRA REPRESENTATIVE: L. M. Nobiletti, KLM Royal Dutch Airlines, 609 Fifth Avenue, New York, New York. Ph: PL 9-2400. GEOGRAPHICAL DATA: International airline serving more than 100 cities in 68 countries on all six continents.

SWISSAIR TRANSPORT CO., LTD.
NIRA REPRESENTATIVE: Claude H. Christe, Swissair Transport Co., Ltd., 3 East 54th Street, New York, New York. Ph: 995-3800 ext. 534. GEOGRAPHICAL DATA: Privately-owned international carrier serving North America through New York, Chicago, and Montreal; Europe through 28 major cities; the Middle East through nine; the Far East, seven; Africa, six and South America, four.

TRANS WORLD AIRLINES
NIRA REPRESENTATIVE: D. E. Midgley, Trans World Airlines, Inc., 380 Madison Avenue, New York, New York. Ph: OX 5-4525. GEOGRAPHICAL DATA: International carrier serving, the United States, Europe, the Middle and Far East.

Allied Organizations

SHERATON CORPORATION OF AMERICA
NIRA REPRESENTATIVE: Steve Sandstrom, Sheraton-Park Hotel, 2660 Woodley Rd., N.W., Washington 8, D. C. Ph: CO 5-2000. NATURE OF SERVICE: Operates chain of 85 hotels in the U. S. and abroad which are available to groups on tour.

NEW YORK CONVENTION & VISITORS BUREAU
NIRA REPRESENTATIVE: Charles Gillett, V.P., New York Convention & Visitors Bureau, 90 East 42nd Street, New York, New York. NATURE OF SERVICE: Non-profit organization operating as the official information center and distributes Visitor's Guide to New York.

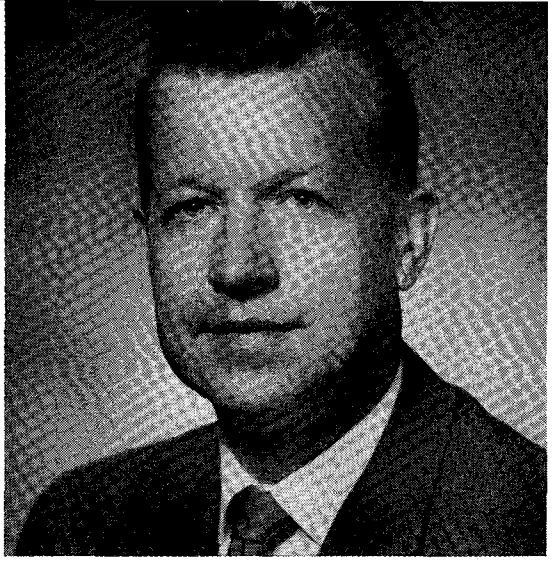


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The Value of the Volunteer

by Gordon Starr
Director of Research, NIRA

A great number of industrial recreation programs have been started with volunteer help. I know of many instances where an accountant or a staff member in personnel or industrial relations work has served as the secretary of the bowling league only to find that the job grows larger with the development of interest in the program.

From bowling, his responsibilities broaden out to cover company picnics, softball and basketball leagues, and so forth. There will perhaps always be a question on the part of management as to how far a company should go with the development of recreation programs sustained primarily with volunteer help.

The National Industrial Conference Board, in a survey of 264 companies, found that management contributed to the operating expenses of recreation programs in more than 92 per cent of the firms. This being the case, companies should be concerned with obtaining professional help and using volunteer assistance wisely, to assure proper use of their funds.

In the study, "Does Industrial Recreation Pay," Raj Chowdary compares four different companies and on the basis of the evidence found, explained that the recreation program run by a professional is more efficient and better accepted than the program which relies solely on volunteer help.

When the firm's recreation activities are run by an employee recreation association composed of volunteers, under the close cooperation, supervision, and guidance of a capable recreation director, a high degree of proficiency is achieved.

Chowdary's study indicated that if a company is to have a program which will be of benefit to all concerned, they should think in terms of a trained professional person to handle the administration of the industrial recreation program.

George Hjelte, who has written the "Administration of Public Recreation" points out that "the organization of a recreation program should be such that all employees have a clear understanding of their duties and know to whom they are responsible and accountable."

Written instructions and charts indicating lines of responsibility are useful for this purpose. Volunteers should also know how their work is related to the accomplishment of the objectives of the association.

The delegation of responsibility to employees should be plain and as challenging to the employee as possible. Along with the assignment of responsibility should go the authority to carry it out.

Every effort should be made to discourage "passing the buck." Employees will soon get discouraged by this practice and become calloused against volunteer work. This would again show the importance of outlining in writing the duties of all persons in a leadership capacity in the employee recreation program.

The duties of the board of directors, the executive officers, and the standing committee of the association should be clearly defined in the association's constitution and by-laws. This again points out the need for responsibility of staff as well as a group of volunteers.

It has been found that one of the more effective methods of recruiting volunteers is by personal investigation. By mingling with employees, the director will get to know special talents of the various individuals in the plant. A less effective method of recruiting volunteers, but one which has proved successful in some companies is the use of a questionnaire or interest finder.

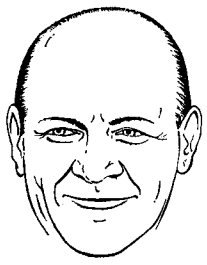
Size of the company doesn't seem to be a significant factor in determining whether or not a professional recreation director is hired by a firm. Companies as small as 300 have recreation directors, and unfortunately many firms with thousands of employees are still struggling along without them.

But in all cases, some degree of volunteer assistance seems to be necessary.

NIRA Conferees to Take Courses In Industrial Recreation 'College'

A "*pre*-advance" program of what will happen at the 23rd Annual NIRA Conference and Buying Show in Cleveland, O., May 16-19, 1964, was released in late January, by Conference Chairman Ben Kozman, of Thompson Ramo Wooldridge, Inc.

Included are a number of major innovations in conference techniques, which it is hoped will make this event the most distinctive annual meeting in NIRA history.



KOZMAN

The work-session portion of the Conference will be called "The National Industrial College of Recreation," and will be worked into a varied selection of tours, luncheons, demonstrations, exhibits, etc., in old-time conference style.

Conferees will register in the "college", just as in their pre-career days and will be required to pick up 75 "credits" by the end of the conference, each one-hour session designated as a 5 or 10 credit course.



DANIELL



SCHREIBER

"Graduation day" will be one of the final events of the conference, and the conferees will receive certificates of graduation from their profs.

Dean of Men in the special school will be Charles Mears, The B. F. Goodrich Co.; and Martha Daniell, Nationwide Insurance Co., is Dean of Women. A variety of credit courses in recreation subjects will be available for the trants to choose from, the deans sai January.

One of the highlights of the c ence will be the headline speakers N has already signed to speak at the e They include:

Bud Wilkinson, until recently football coach at the University of C homa, and director of the Presid Council on Fitness; Dick McCann rector of the Pro Football Hall of Fa Col. Donald F. Hull, executive dire of the AAU, Al LaGasse, executive retary, American Institute of Park Ex tives, and Robert W. Nickels, execu vice-president, Faultless Rubber Co.

Two other prominent Ohioans—m in the national spotlight in recent we —are also slated to speak at the Con ence. However, an announcement their names would be premature at t time.

Another highlight of what appears be a really outstanding conference, w be the pre-conference tour of the P Football Hall of Fame, Canton, O. E Schreiber, recreation director for t Timken Roller Bearing Co., Canton, currently serving as president of the Ha

Watch future issues of R/M for mo advance news about the conference.



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Takes the abuse of multiple use

Here's potent proof that TROPHY can "stand the gaff" of multiple recreational use. The Chicago Roller Skating Company, in setting up a skating program for a school or recreation center gym, recommends a TROPHY finish. TROPHY outwears ordinary finishes by two to three times . . . is easier to maintain . . . effects substantial economies for you.

Daily floor care with Hillyard Super Hil-Tone always keeps your basketball floor in tournament condition. A trained Hillyard "Maintaineer" will be glad to serve "On Your Staff — Not Your Payroll" in planning floor refinishing and your gym maintenance program. Write, wire or call collect.

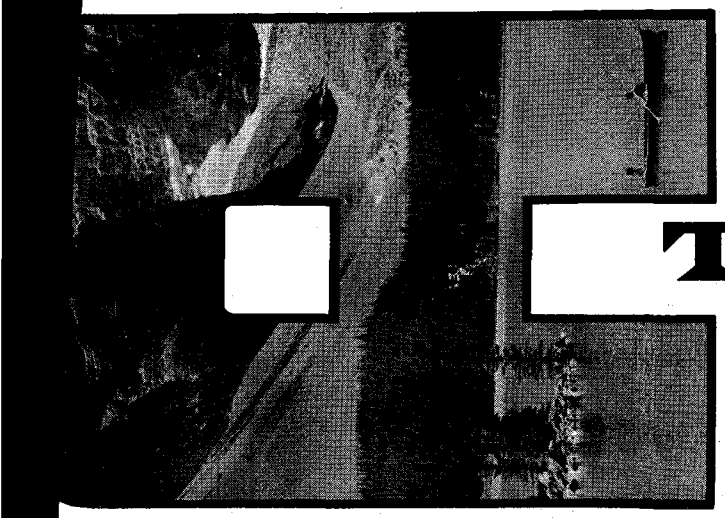


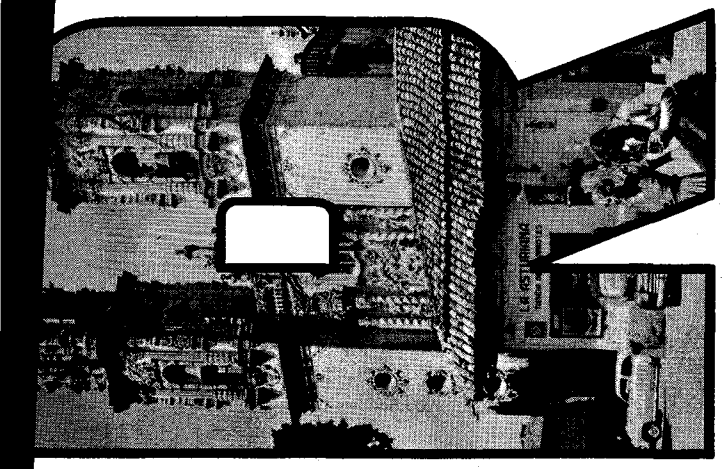
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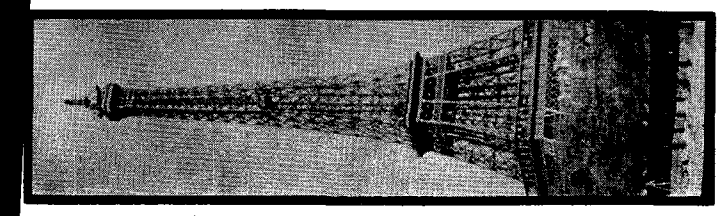
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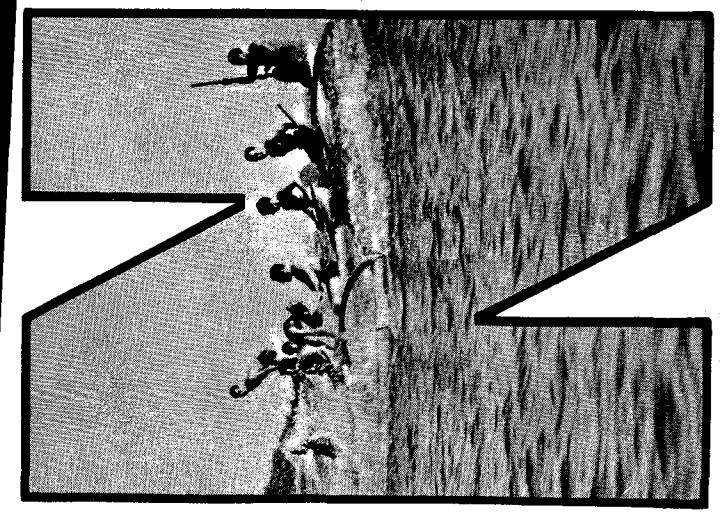
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Outlines wisest procedures for planning tours. Tells how to form a travel club, includes model travel club constitution.

TOUR BID FORMS
Provides a convenient method to obtain bids on proposed tours. Filled out by you, it's handled by your Travel Council.

Your Travel Council consists of experienced, travel-wise carriers, tour operators, hotels, and resorts. For valuable assistance in programming your next travel tour, clip the coupon below and send it to the Travel Council.

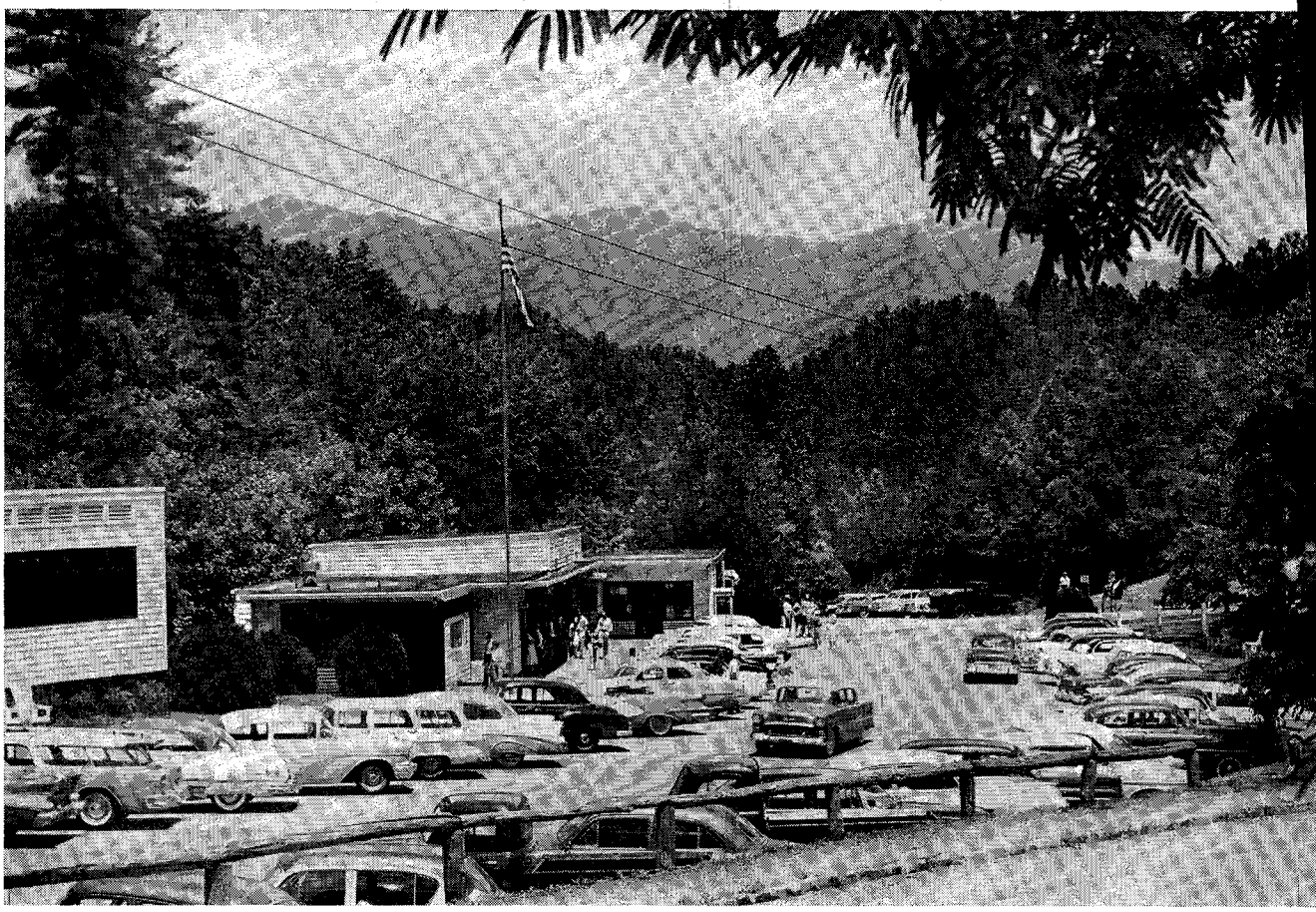
NIRA Travel Council
Room 1518, 203 N. Wabash Ave.
Chicago 1, Illinois
Gentlemen:
Please send me your latest information on travel clubs, tours, regulations.

Name_____

Title_____

Company_____

Address_____



Employee Travel and the Auto

Though other forms of travel make the biggest promotional and advertising splash in the world of employee travel, the automobile, we tend to forget sometimes, still carts most tourists about.

A survey conducted recently by the Goodyear Tire & Rubber Co., Akron, O., showed that travel by automobile comprises 92.5 per cent of all vacation travel and that automobile travel for vacations was nearly 8 per cent greater in 1963 than in 1962.

With hundreds of new concrete and steel superhighways stretching from coast to coast, it's a certainty that more summer tourists than ever will be on the roads in 1964. Many—perhaps most—of your firm's employees and their families will be among them.

There are a number of things which you as a recreation director might do to see that their trips are as pleasant as possible. For instance, you might work up a checklist of things for the employee to get done before the family heads out in their auto for an extended tour.

You might publish a list of sources which help individual families plan their itinerary: Humble Touring Service, Box 760, Chicago 90; Texaco Touring Bureau, 332 S. Michigan Ave., Chicago 4; Mobil Oil Co., P.O. Box 2238, Central Station, Kansas City—these are but a few.

Rand McNally publishes an excellent Campground Guide ($2.95) with a particularly good Canadian section. Camping enthusiasts at your company might find this and other publications in your travel library helful when planning trips.

The peak months of travel popularity are July, August, an June, in that order. Four person family parties comprise 2 per cent of traveling groups.

Sightseeing occupies the time of 44 per cent of the travel ers. Outdoor activities come next in popularity with 24 pe cent planning on swimming and boating; 21 per cent on fish ing, and 10 per cent on camping.

Among individual states, Colorado was the most popula destination of recent years. Michigan is second, and Florida third. However, New York state, because of the Fair, will undoubtedly be in the running during 1964-65.

The South still ranks as the most popular vacation region, with thirty per cent of the country's vacationers choosing the South, with Florida as focal point. Surprisingly, the Midwest is second, attracting 18 per cent.

Canada's increasing attraction for tourists and fishermen is apparent, with nearly 7 per cent of U.S. auto tourists taking their vacations north of U.S. borders this year.

While some extremely long trips pull up the average, most of them fall within a 500-to-3,000-mile range. The highest percentage of vacationers (32 per cent) will travel between 1,000 and 2,000 miles.

In 1963, the average family trip by auto was 1,764 miles and the average expenditure per traveling party was $514, according to the Goodyear study.

As with most other travel programs, assistance to the auto-travelers at your firm is a low budget item which will reap rich benefits in employee goodwill for the recreation department and to the company itself.

you interested in professionally planned group

TRAVEL?

YOU ARE, CONTACT MAUPINTOUR SOON!

e world-wide Maupintour travel organization can sure your own group of a really outstanding trip.



MEXICO

In nearby-by Mexico you'll find sophisticated cosmopolitan living next to ancient ruins, imposing volcanoes, lakes and forests, and magnificent beach resorts such as Acapulco. You'll see captivating folklore, great skyscrapers, plus some of the smartest night clubs in the world. And, most enjoyable of all, you'll find hospitable people whose warm friendship and gracious manner add the extra that makes Mexico one of the really happy vacation lands.

Maupintour is noted for well planned travel . . . especially in the field of vocational interest, common interest, incentive, and employee recreational vacation groups. And near-by Mexico is high on the list, but low in price, of interesting places for employee groups to holiday. Maupintour experience and Mexico fun make a happy combination!

With Maupintour's experience and contacts, your group's travel is predestined for success before you start. You know that the planning is done by professionals with years of know-how in group travel management . . . that actual travel is under the guidance of reliable, well-trained hosts . . . and that Maupintour's own travel executives have arranged your appointments and holiday fun.

All this is the mark of a successful vacation program, and Maupintour's staff of more than sixty travel specialists make sure that your group's vacation is real fun from start to finish.

Other destinations? Europe, Scandinavia, Russia, Jamaica, Florida, Hawaii, Puerto Rico, Bermuda, The Bahamas, yachting in Greece or in West Indies, Tahiti, California, Las Vegas and famous name entertainments, New York World's Fair . . . just about any where in the world (or Around the World, 3 weeks, complete for only $1797!), can be handled expertly by Maupintour. Bus charters, air charters and group fares can be arranged, too.

Suggestion: A deluxe air-conditioned charter motorcoach tour of Mexico, two weeks, from USA (San Antonio) roundtrip, is exciting, different, very comfortable, and surprisingly reasonable. Acapulco included! Ask for details on this Maupintour holiday.

For more information, contact Eldredge W. White, Director, The Group Travel Management Division.

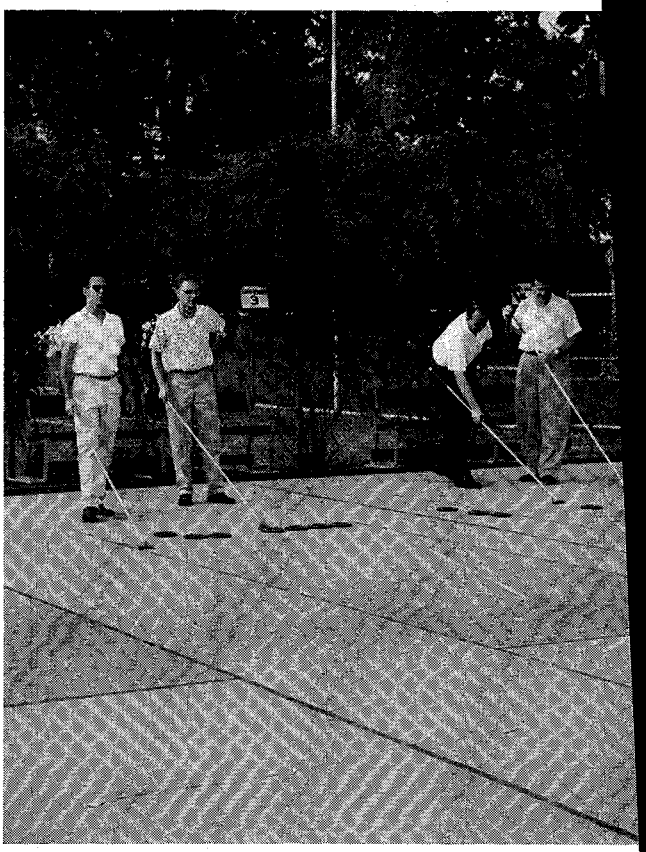
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R/M's feature on State Farm
is continued from page 15.



Based on a policy of joint management-employee financing, leadership, and organization, the State Farm program now includes an almost limitless variety of sports, social, cultural, and youth programs.

From Small Spontaneous Groups in the Early Days of the Company State Farm Insurance Has Built a Massive Employee Recreation Program

This program has been available in the orientation of new employees and in providing a contact between our companies and retirees.

The philosophy of employee-centered recreation stems from the early days of the company. From small, spontaneous activities then, the basic idea has taken many forms and expanded to the present level of 8,000 employee-members, plus their families, participating.

Today in the Home Office and in each of the 19 regional offices, recreation ranges from bridge lessons to bowling leagues, from dinner dances to moonlight excursions, from barbecues to knitting classes, and on through many other "fun-time" activities.

One of the most active participation sports in the company-wide program is bowling. The enthusiasm and success associated with the company's extensive bowling program, along with baseball and basketball, plus dinner events, dances and other activities, have attracted many candidates for employment, and have helped the company retain valuable, thoroughly trained employees as members of the State Farm family.

The five company bowling leagues in Bloomington fill a 35-weeks-per year program that currently boasts 78 teams on which more than 350 employees bowl regularly. This figure includes more than 240 female employees in women's and mixed leagues, plus 72 employees' spouses who participate in one entire league made up of husband-and-wife teams.

The employee bowling program, established in 1942 is run primarily by the employees themselves, through their own elected officers. The activities take place in the local modern, air-conditioned centers, protected from the caprices of weather and climate. Bowling is one of the popular activities in which





its from coffee, candy, and food vending machines in each office are added to the ployee program funds. Sixty per cent of the employees of the company who partici- e in the employee recreation program are women. (This article is adapted from a y which first appeared in *The Spectator.*)

hysical stamina and training required are moderate enough o permit participation by employees of all ages.

Based on this system of joint employee-management financ- ng, leadership and organization, company activities now have nlimited variety. Here is a partial listing of activities sup- orted by some 2,000 employees (60 per cent women) in just he home and Midwest offices here in Bloomington:

Sports: bowling (men's, women's, mixed and husband and wife leagues, intra-office handicap tourney, clinics); golf (men's and women's leagues, tournaments and playdays, two-ball foursome tourney, golf classes); men's basketball league; men's and women's softball leagues; fishing contest; archery and gun clubs and classes; swim team and classes; tennis clinic plus volleyball, horseshoes, shuffleboard, badminton, table tennis, paddle tennis, skating.

Social: 10 dinners (chuck wagon, smorgasbord, fish fry, etc.) plus sports award banquets, four chartered out-of-town bus trips, three dances, four picnics, doll dressing contest, Toys for Boys.

Cultural: 22 classes (sample—driver training, investment, reading, piano, upholstery, sewing, woodworking), duplicate bridge club, toastmasters, handicraft workshop.

Youth: day camp and teen camp; over-night cook-outs; boys baseball; swimming, golf and football clinics; swim team; teen dances and bus trips; Easter egg hunt; Christmas party; hay-rack rides; canoeing; horseback riding; archery; children's playground.

Employee oriented and employee administered, the State Farm Insurance recreational program is one which over the years has done much to further the interests of its people and the organization as a whole.

The entire recreation plan is employee-organized and employee directed. A nominal voluntary membership fee is augmented by a per capita contribution by State Farm.

Profits from coffee, candy and food vending machines in each office are added to the recreation program funds. The result is a financially sound, full calendar of events and activities.

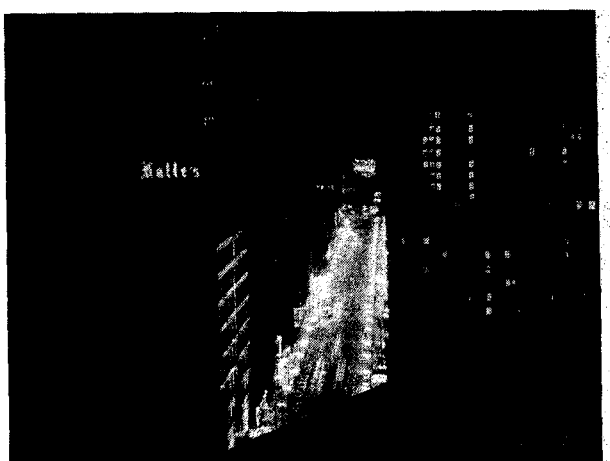
A significant part of the program is the minimal degree of company direction required. Management feels that the company's role should be to provide the means—some staff assistance plus some financing—as a vehicle to enable the program to work. From there on it's the individual employee's show. And at State Farm he's done very well with it.

Insistence on a soundly directed wide-participation employee recreation program, with an effective balance of management and employee responsibility, has achieved clearly demonstrable results in morale, productivity, personnel recruiting and cooperation among all employee levels.

This formula also won for the Bloomington portion of the recreation program the coveted 1960 Helms Industrial Recreation Award for an outstanding program.

All recreation activities are sponsored and conducted through State Farm Employee Activities. This is a voluntary association in each regional office headed by employee-elected directors. Together with several hundred volunteer committee members, the SFEA Board of Directors sets overall program policy, allocates funds and establishes specific activity fees.

Employees pay voluntary $2 annual membership dues in the SFEA and cover additional expenses of certain activities by paying modest fees to participate.

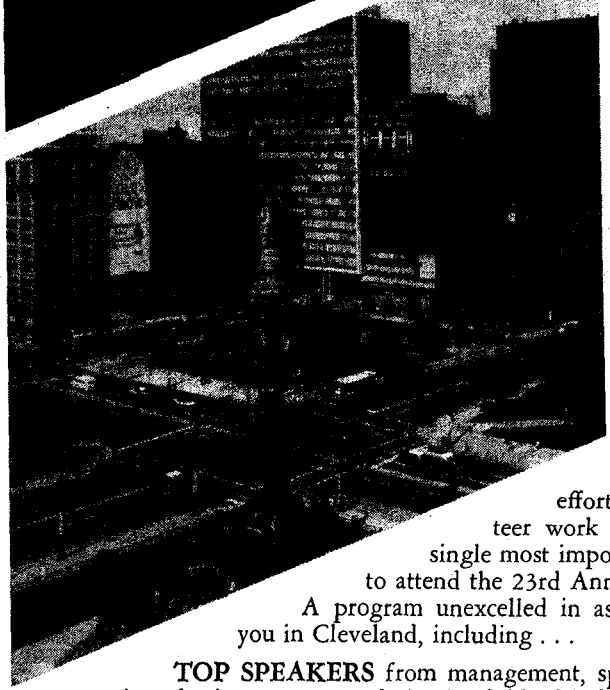




NIRA 23rd CONFERENCE AND BUYING SHOW

MAY 16-19 1964

PICK-CARTER HOTEL Cleveland Ohio





One of NIRA'S most significant services for members is its annual conference. A substantial amount of NIRA staff effort—as well as countless hours of volunteer work by members—goes into making it the single most important event of the year. Make plans now to attend the 23rd Annual NIRA Conference & Buying Show. A program unexcelled in association history is being prepared for you in Cleveland, including . . .

TOP SPEAKERS from management, sports, recreation, and government to review the important trends in the field of industrial recreation and employee services.

SEMINAR SESSIONS will offer you insights into specialized subjects, with a variety of new program ideas, successful techniques, and solutions to management problems.

EXHIBITS AND DEMONSTRATIONS will assist you in planning purchases and in keeping up to date on the newest recreation products and services.

INFORMAL DISCUSSIONS with other recreation administrators can be one of the most important parts of any conference.

In short, NIRA's Annual Conference does what it is intended to do—provide you with an outstanding opportunity to meet with your fellow recreators, exchange ideas, and work out some of your common problems.

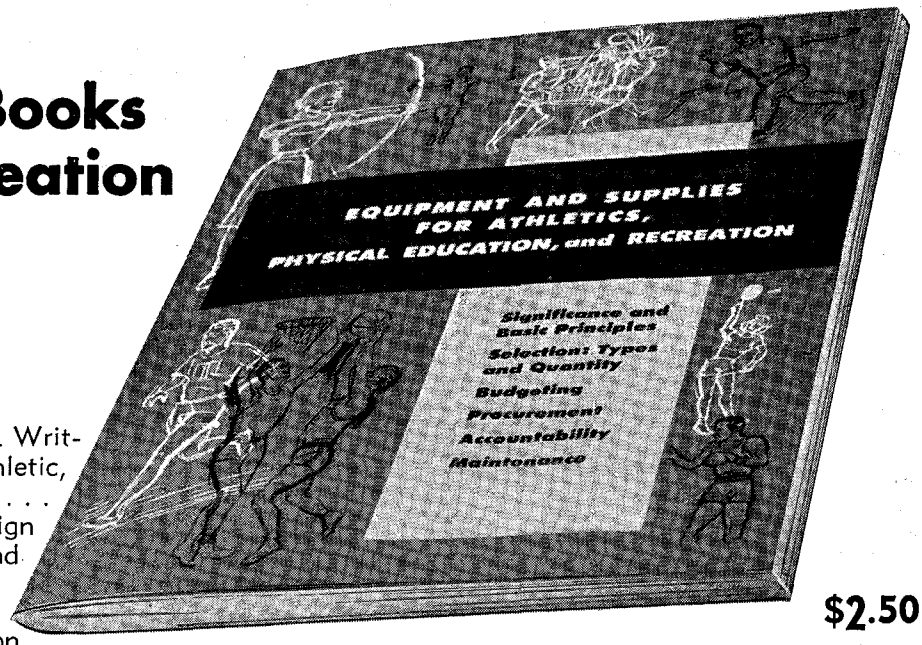
23rd National Conference and Buying Show
May 16-19, 1964 Pick-Carter Hotel Cleveland 15, Ohio

Registration Fee

REGISTRATION FEES: $4
NIRA company and branch
bers, $50 for non-members.
prices wrap up a bargain pac
which includes a luncheon,
ner and NIRA banquet with
show; pre-conference tou
Football Hall of Fame; two re
tions, and all other basic co
ence features. **ROOM RA**
range from $8 to $12 for sin
and $12 to $16 for dou
Room reservations should
made direct to the Pick-Ca
Hotel, Cleveland, O. **WI**
PROGRAM will feature sights
ing tours, shopping trips, lun
eons and other activities, as
as many of the events in the ba
conference program. Registrati
fee for wives is $20.

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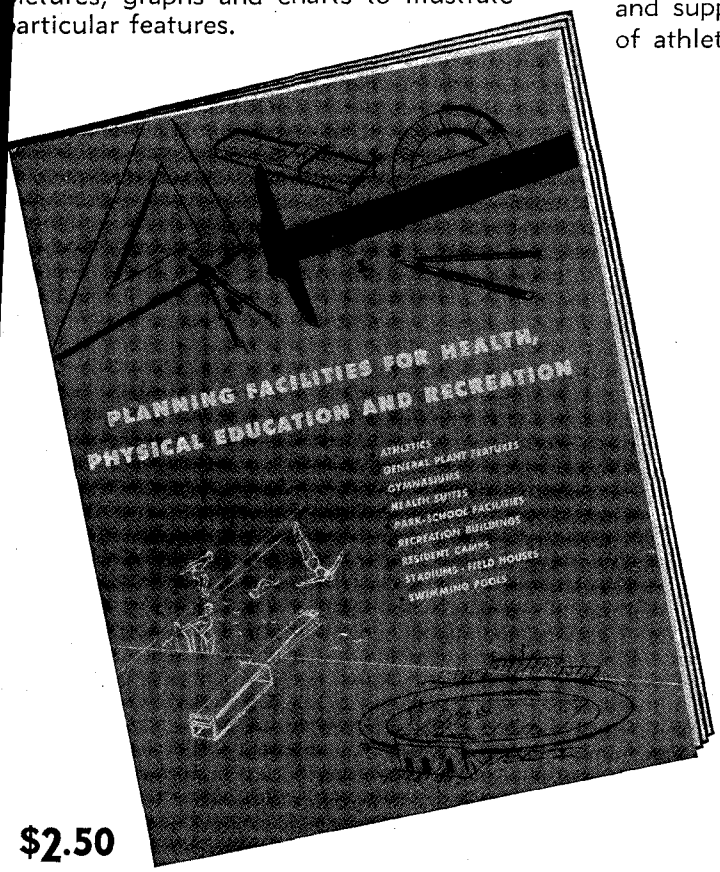
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NIRA Newsletter

Northern Cal. Members to Host Western Region Conference

The Fourteenth Annual Western Region Conference of the National Industrial Recreation will be held Feb. 14, 15, 16, 1964 at the Thunderbird Hotel, San Francisco Airport, Milbrae, Calif.

Chairman Lon Anthony, Lockheed Aircraft Corporation, Burbank, Calif., announced that the event was open to all interested parties—members and non-members alike—from NIRA's Region Seven, which encompasses the states of Washington, Oregon, Idaho, California, Nevada, Utah, and Arizona.

Among the topics to be covered by the conference are, "New International Air Travel Regulations"; "Leisure the Core of Life"; "Amateur Entertainment for Industry," "Necessity of Strong U.S. Support for the Olympics."

Among those on the conference committee are, besides Anthony: Newt West, Helms Bakeries; Vern Peak, Kaiser Industries; Lee Hague, Safeway Stores, and Gary McCormick, Aerojet General.

MEMORIAM

Industrial Recreation's Grand Old Man Dies

Joe Minella, long associated with NIRA and formerly executive secretary of the Kodak Park Athletic Assn., died of a heart attack in his home in early January.

Minella had been with Kodak 42 years when he retired in 1961, 13 of them as KPAA head.

He was president of the New York State Bowling Assn., a New York softball commissioner, and a director of the National Industrial Recreation Association.

In 1960 NIRA honored him with a plaque for his contribution to industrial recreation through 40 years.

NIRA Welcomes Twenty New Members to the Fold

A score of new U. S. and Canadian companies can now be found on NIRA's membership rolls.

The new regular members, now receiving NIRA services, represent more than 41,000 industrial employees.

The associate and affiliate members represent the travel and entertainment industry.

Though not necessarily the result of "Operation Tomcat" these new members are an indication of the potential NIRA has in U.S. and Canadian industry. NIRA's membership roster already reads like a "blue chip" list of North American firms, but great new growth for the association is anticipated during 1964.

Company Members

Modern Drop Forge Co. (AA)
Bechtel Corp. (B)
Western Electric Co. (AA), Phoenix, Ariz.
Illinois Agricultural Assn. (B)
Heppner Manufacturing Co. (AA)
Lockheed Employees Recreation Assn. (D), Sunnyvale, Calif.
Grimes Manufacturing Co. (A)
The Do-All Company (A)
Headquarters, Dept. of the Army (A)
ITEK Employees Association (A)
Kaiser Steel Corp. (C), Fontana, Calif.
General Dynamics Corp. (AA)
Royal Canadian Air Force (AA)
Ryan Aeronautical Co. (B)

Associate Members

Air-India

Affiliate Members

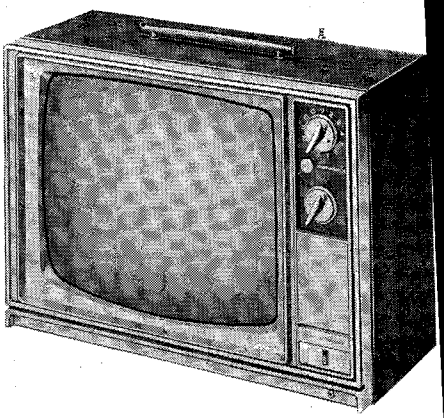
Eden Isle
Four Lakes
The Mayflower Hotel
King of Fun
Garber's Travel Service

'Operation Tomcat' Promises Impressive Gains for NIRA

The most aggressive NIRA membership drive in NIRA history—"Operation Tomcat"—got underway in late 1963, with the promise of some impressive membership gains prior to the 1964 NIRA Conference in Cleveland.

Membership Chairman Larry Deal, recreation director for Inland Manufacturing Division, GMC, stressed that those involved in the search for new members should be equally concerned about curbing dropouts and bringing in renewals as in obtaining new members.

Deal said that in early December NIRA members had been informed by mail about "Operation Tomcat," which is NIRA's first concerted grass-roots attempt at posting new members on the NIRA rolls.



Deal announced that the recreation director who brings in a new member will receive a chance on a Motorola television set, which will be awarded at the end of NIRA's first experiment with "Operation Tomcat" at the Cleveland Conference of NIRA in May.

A list of members who have recently joined NIRA is posted elsewhere on this page.

NEWS FROM IRC AFFILIATES

The St. Louis Industrial Recreation Council is now planning to send a tour of employees from member companies to the New York World's Fair in July, 1964. In addition, a full program of other group tours is now on the drawing board there. Other programs which are already underway in St. Louis are volley ball, basketball, and bridge. In addition, the St. Louis IRC makes mention in its annual report for 1963 a host of activities for employee groups. They include, besides the above-mentioned: bowling, golf, softball, trap, and choral club.

The San Diego Industrial Recreation Council, composed of 32 San Diego member organizations, recently announced plans to sponsor a charm course for women. Activities which are now under the sponsorship of the San Diego IRC and the San Diego Park and Recreation Department include the following: archery, bowling, bridge, NIRA Western conference, fashion and charm, golf, IRC-sponsored tours.

Chicago's **Grant Park Recreation Association** announced recently that it is planning a World's Fair travel program available to the 200,000 Chicago Loop employees of member companies.

The **Long Island Industrial Recreation Association** has long been an active recreation group. With more than 50 members belonging, the group sponsors a wide variety of activities for employees of member firms. Currently they have undertaken to develop track and field activities for girls in the area, with a view toward Olympic participation. Current project for raising funds is a stage show at the Long Island Playhouse—receipts from which go to the girls' athletic program.



GRANT PARK (CHICAGO) RECREATION ASSOCIATION—1964

(1st Row—L to R) Barbara Drammis, The Fair; Margaret Daily, I.B.M. Corp.; Clarence Erickson, Chicago Police Dept.; Andrew Santos, Hillmans, Inc.; Louis Mallardi, Jr., Quaker Oats Co.; Bert Barbahen, Seay & Thomas, Inc.; Dorcie Stangl, Mobil Finishes Co., Inc.; George Grothe, 1st National Bank; Eugene Bajenski, Skidmore Owings Merrill; Geri Sharon, Goldblatts; Gwendolyn Zipperle, Ill. Bell Tel. Co. **(Center Row—L to R)** Jacob Schulman, Bankers Bldg.; Alvin Vosskuhler, International Harvester Co.; Louis Rosenberg, IRS Retired; Francis Klawitter, Peoples Gas Co.; Barnett Sterling, Chicago Photo Press; P. J. McCarthy, Chicago Park District; Harry Projansky, Ill. Dept. of Labor; Ray Rhodes, 1st National Bank; Frances Ardon, Chicago Park District; Anton Walla, R. R. Donnelley & Son Co.; Melvin Ackerman, Chicago Park District. **(Top Row—L to R)** Herbert Goldenson, Mart Motor Express; Stanley Siedlecki, Ill. Cent. R.R.; Chester Okresik, Gaylord Products, Inc.; Jacob Postweiler, Cont. Drill Corp.; Meyer Kreitzer, U.S. Postoffice Ret.; Louis Goldstein, Toni Co.; William Beyers, Needham Louis Brorby; Vincent Riordon, Chicago Tribune; Robert Hanson, 3M Revere.

MEMORIAM

Clarence Abell of Armco Steel Dies

Clarence Abell, activities adviser for the Armco employees association since 1953, died of a heart attack in mid-January.

Abell was active in community athletics at the Middletown, O., plant of Armco, and had managed basketball and softball teams for the Armco company leagues.

What happens **AFTER** you pay the bill for Athletic Equipment?

Depends on where you bought the equipment. Chances are, if you shopped for price only, that's just what you'll get . . . price only. What happens if the equipment isn't up to par, or if it goes bad, or if delivery is delayed? That "low-bid" price will probably end up—way up. Because once the bill is paid, interest in you fades fast, and service becomes a word nobody understands.

How can you be sure to get the service you expect and need? Buy equipment from your local NSGA Specialist in Sports. You'll find he's a Specialist in Service, too.

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Members of the Teletype Club, Chicago, p
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RECREATION ROUNDUP

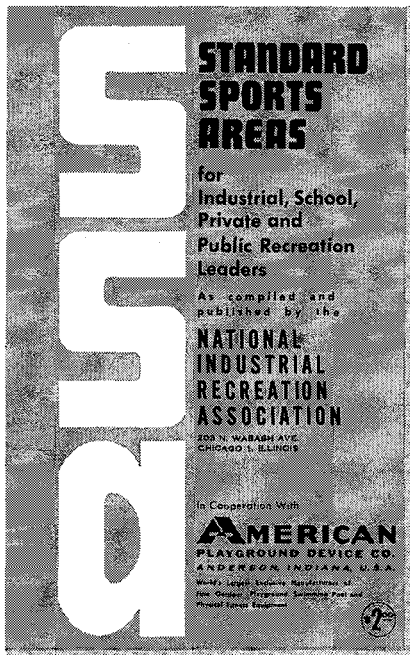
Northwestern Mutual Life Insurance Co., Milwaukee, were hosts in late December to an employee dance. More than 250 employees attended with mates (or dates) and the entertainment included a square-dancing exhibition by a group of local teenagers. The dance is an annual event at Northwestern Mutual.

A four team dartball league is one of the newest items on *Falk Corp.'s* Number 2 Plant's recreation calendar for 1964. Plant No. 1, like No. 2, is located in Milwaukee, Wis., and has had dartball competition for a number of years. Plans now are to hold inter plant competition among the two leagues at the end of each year.

The *Chemstrand Co.,* Greenwood, S.C., boasts a glee club professional enough to have been on six radio stations with a Christmas program during December. The program was prereco
for distribution to the radio stations,
four of the presentations being on
22, one on Dec. 23, and the final on
Dec. 25.

A "Name The Park" contest is b
conducted by the *Delco Radio Wel*
Corp., Kokomo, Ind. A $25 U.S. F
dom Savings Bond will be awarde
the employee submitting the winn
name. Entries will be judged by
board of directors of the Welfare C
The park will be a recreation park
clusively for the use of Delco Radio e
ployees.

Late in 1963, *Minneapolis-Mol*
Inc., Hopkins, Minn., hosted the Seco
Annual MIRC Invitational Cribba
meet. Sixteen different firms were e
tered in the meet with 66 players parti
pating in all. Turkeys were given as do
prizes. Attendants at NIRA's Minneap



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In condensed, ready-reference form, *Standard Sports Areas* gives you the dimensions and specifications for all the sports areas commonly found in industrial, community, and scholastic sports programs. Nearly a hundred major sports and their variations in all. This information, compiled and edited on the authority of the major rules sources in the United States, is available to you in no other single manual. Send $2 to NIRA, 203 N. Wabash Ave., Chicago, Ill., 60601

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Room 1518, 203 N. Wabash
Chicago, Illinois 60601

☐ Enclosed is $2 for a copy of the 1963 edition of *Standard Sports Areas*

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Company _____

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City _____ State _____ ZIP _____

nference last year will recognize imes of Mike Brecka, Jim Desrs, Kyle Morse, LeRoy Gill, Dick z, and Gerry Norsby as recreation ors who also helped run the event.

Diego County's biggest "fun —sponsored by the ARA Sports lub of *General Dynamics Corp.* was in late 1963. Experience was not sary in enjoying the event officials . A book of photographs was the ipants only guide while going over ourse. Awards were given out to the rs of the ten top cars. Though spon- l by the sports car club, the event not one which made ownership of a ts car a prerequisite.

he annual company dance of *Char- Paper Co.,* Green Bay, Wis., drew e than 1,400—so many that the event to be held in a local sports arena.

he Pera Ski Club of *Salt River Proj-* Phoenix, Ariz., is sending groups of employees in visits to the Arizona w Bowl. Transportation to the bowl, ich is located some 12 miles northwest Flagstaff, was arranged with emyees sharing rides in their autos with er interested parties.

The *Delco-Remy* and *Guide Lamp* dions of GMC presented their annual Christmas Concert on WFBM television, Indianapolis, Ind. during the Chirstmas season. Recorded on tape in early December, the program was conducted by a Ball State College music professor.

The *Equitable Life Assurance Society of the United States* annually runs a coast-to-coast "National Bowling Tournament" for its home office and field office employees. A record 546 Equitable employees participated in this year's event in late 1963. Home office (NYC) employees didn't post as good scores as the Equitable field office bowlers.

The Children's Christmas Party at the *Martin Co.,* in Orlando, Fla., can be distinguished from most other U.S. firms by the fact that it's held outdoors in the warm Florida sun. At least it usually is. More than 3,700 employees, families, and guests braved unusually blustery weather to attend the 1963 event. A special outdoor stage was constructed on the Martin front lawn to house the singers and Santa.

More than 1,000 employees of the *Caterpillar Tractor Co.,* Peoria, Ill., participated in the 29th Tom Connor all-Caterpillar Classic Bowling Tournament in late 1963. Bowlers who bowled in any

(continued next page)



AMERICAN APPROVED

PARK and PICNIC, PLAYGROUND AND SWIMMING POOL EQUIPMENT

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All of your employees, regardless of sex or age, can participate in shooting sports.

It's easy to sponsor an industrial shooting program. The National Rifle Association has complete information on organizing, setting up matches, planning a range, teaching and certifying instructors. In short, NRA affiliation provides everything you need for a successful activity.

Shooting fun is further heightened by NRA Qualification Awards for varied rifle and pistol scores and through friendly, competitive matches and leagues.

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Dept. R-1, Club Section

NATIONAL RIFLE ASSOCIATION

1600 Rhode Island Avenue, N.W., Washington 6, D. C.

(continued from last page)

sanctioned league—not necessarily a Caterpillar league were eligible to enter the competition. Entry fee was $1 and employees had the chance to win a number of squad and individual prizes.

Employees of *Packard Electric Co.*, Cleveland, sponsor a craftsman's Guild Club for young men who aspire to design and build cars. The members of the Guild spend many hours in the later part of each year designing and building their cars. Guild members will enter the competition with approximately 640,000 other youthful designers. The national competition is sponsored and judged by the Fisher Body Division, General Motors Corp., which since the program began in 1930 has given more than two million dollars in university scholarships and cash awards.

Some 3,500 boys and girls between the ages of 3 and 12 saw Santa at the *Kohler Co.* annual Christmas party in Kohler, Wis., in December. Included in the entertainment were five circus acts, a clown band, and plenty of gifts of Christmas stockings. In addition to the children, the party attracted some 1,500 parents, brothers and sisters.

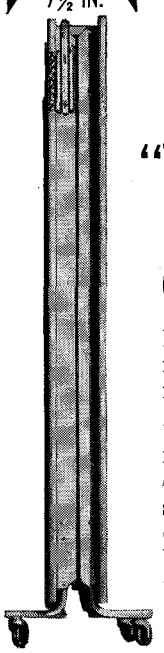
Trophies and jackets by the caseful were awarded to champions and runners-up in a variety of sporting activities *RCA Victor* employees Sports Dinn late 1963 in Camden, N.J. Amon sportsmen were kingpins in sof golf, fishing, and bowling. Highlig the event was a brief address by an vice president whose topic was Sportsmanship Dying Out?"

General Dynamics/Astronautics ers have finally built thmeselves a get range with some degree of pe nency. Two earlier ranges were taken by building projects on the ARA Re tion Area. The new range features permanent ranges, and marked dista from 20 to 60 yards.

More than 10,000 bowling ga were rolled over three weekends in 19th annual *Ford Motor Co.* male ployees tournament at the Satellite B in Inkster, Mich. High individual s was a 710. High team total was 320

The Pera Club, Phoenix, Ariz., cently announced the promotion *Godfrey Richey, Milt Rouss,* and *Joe M tinez* to the position of recreation ass ants at their 83 acre recreation center Phoenix; *Lenwood Douglas* and *Sher Stephens* were hired in June as recreati aides.

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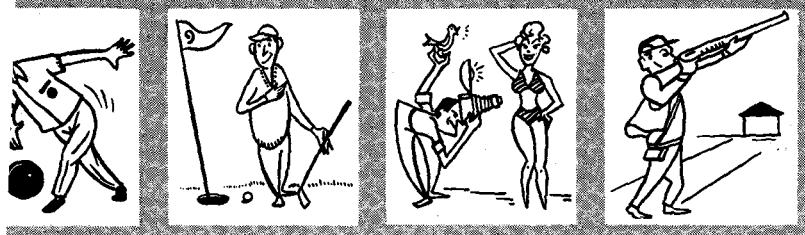
Credits for This Issue

R/M owes a special debt of gratitude to the NIRA Travel Council (affiliate members) and the NIRA Committee on Travel (company members) for assistance in the preparation of this issue. The Travel Council is profiled elsewhere in this issue.

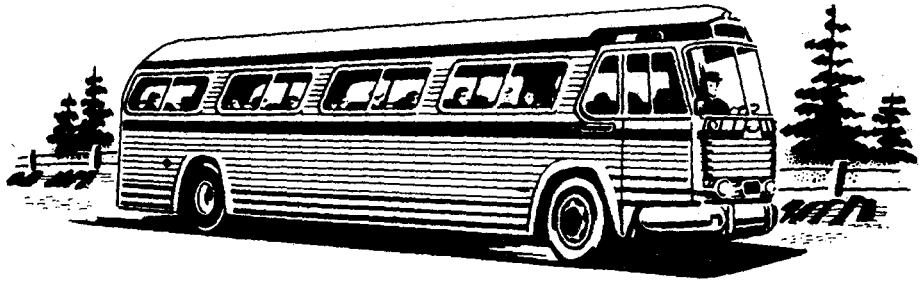
NIRA's Committee on Travel is composed of Raymond J. Walsh, Eastman Kodak Co.; Mary A. Kennelly, American Telephone & Telegraph; Charles Mears, The B. F. Goodrich Co., and Harry W. Clark, Nortronics Division of Northrup Corp.

In addition the following organizations rendered great technical assistance to R/M: Happiness Tours; Unitours; KLM Royal Dutch Airlines; Trans World Airlines, American Express Co., Travelpower, and the Civil Aeronautics Board. Thanks to each.

The Editorial Staff



IDEA Clinic



A Travel Novelty--Mystery Bus Trip

Since 1950, the intercity bus industry has been winning) passengers from the railroads—though losing them to e automobile industry. Reports now are that passenger vol-ne in the bus business is again on the upswing.

Some bus lines—Greyhound Corporation is the best ex-mple—have long been profitable, and the problem of how st to invest surplus money has actually caused the leading mpanies no small headache.

Closest competitor to Greyhound is National Trailways as System, though the larger corporation still posts a $361-$56-million lead.

Greyhound Highway Tours, Inc., led the travel industry 1962 in sales and operation of domestic tours and Grey-ound officials point out that GHT is now the nation's rgest booker of hotel-motel space.

A great number and variety of employee tours are taken bus. Such trips include jaunts to nearby campuses for turday football games, charter trips to historic spots, tours other plants, weekend excursions to the city, and fishing eekends to local streams and lakes.

A group called the Aero Ride Club, composed of Boeing). employees, Renton, Wash., even uses a chartered bus as means of getting to work every day—kind of a 37-man r pool.

One of the most unusual uses to which the touring bus s been put to by an industrial recreation director is the ystery bus trip" arranged annually by Zarmair Shepherd, e man in charge of recreation services for Foster Grant, ominster, Mass.

"Sheppy" uses bus transportation extensively in his recrea-n program, and in a recent three month period trans-rted employees by bus on no fewer than six separate ston outings including sporting events, theatre and motion cture specials, and the like.

But the highlight of his year is the mystery trip—an idea he dreamed up just three years ago and which has really caught on at Foster Grant.

Called "A Day with Sheppy", the event usually lasts half the night as well. Sheppy plans the itinerary and arranges for tickets and reservations when necessary—and lets no one but the bus drivers in on his secret until the time of arrival.

The 234 employees who made the bus trip with him in 1962 first witnessed a ballgame between the Yankees and the Red Sox at Fenway Park. Six buses were in the mystery caravan in all.

After the game the buses briefly toured Boston, then pulled up in front of *The Wonderful World of the Brothers Grim,* which was showing in the city.

After the show, the buses headed back to Leominster. En-route names were drawn and baskets of fruit were awarded to the winners on each bus.

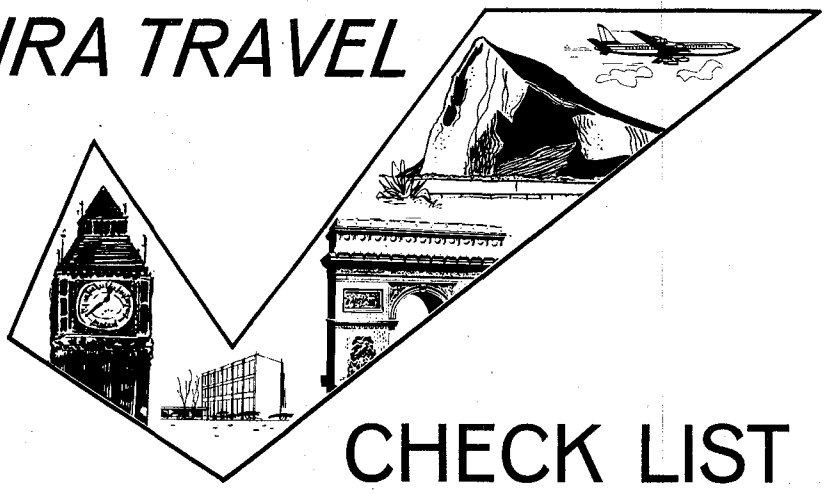
One of the surprise events of the trip was when the cara-van pulled into a darkened restaurant parking area on the return trip—and the word was spread around that the pas-sengers were to eat box lunches in the lot. As the group got off the buses suddenly the restaurant and parking lot lights went on, and the group went inside where they were treated to a sumptuous buffet. The trip ended back at Foster Grant at 2:45 a.m.

The 1963 mystery trip took 310 participants in eight buses on a visit to Old Ironsides at the Boston Navy Yard. Later the group enjoyed a lobster dinner at a Boston oyster house, and saw *Cleopatra.*

One of the real problems of organizing such a trip is that it's difficult to find the common denominator in recreation. Sheppy notes that increased participation in the mystery trip indicates that he has been lucky enough to schedule things most people want to see.

As one burly worker put it after the Yankee-Red Sox game during the 1962 tour, "After that I'd even be willing to sit through a concert. It would be worth it."

NIRA TRAVEL CHECK LIST



This is a check list designed to help evaluate travel bids and tour proposals. It was developed by members of the NIRA Travel Council, comprised of major airlines and tour operators.

The transportation and tour arrangements sections of the check list are outlined in question form. Directors should know the answers before signing any employee tour contracts. The transportation section covers only air travel. Many of the basic questions apply to other forms of transportation, however.

Air Transportation Check List

Air transportation falls into two categories; common carriage and charter. The following check list applies to both categories, as well as to domestic and international air travel.

The main points, treated individually, are as follows:

NEW YORK'S Hotel Abbey

51st Street • Radio City

- Convenient
- Comfortable
- Sensibly priced

Entirely Air-Conditioned
Television in every room
Stockholm Restaurant
Breakfast Room

Weekend plan available
(Thursday thru Sunday)
GARAGE (AAA) PARKING
Write for Color Brochure NIRA
Full Cooperation with
Travel Agents

✔ EQUIPMENT

a) What Airline—U. S. or foreign flag carrier?

b) Type and make of plane

Piston	Four-engine
Jet	Pressurized
Two-engine	Non-pressurized

c) Charter or regular scheduled flight?

d) Any other desirable features that the individual carrier may offer.

✔ CONFIGURATION

a) Number of seats

b) Class of seating arrangements

c) Aisle distribution (two-abreast, three-abreast, staggered)

d) Spacing (i.e., number of inches of leg room and pitch)

e) Number of wash rooms

f) Number of cabin attendants

✔ MEAL SERVICE

a) Is there a Galley?

b) Will the food service be hot, cold, or box lunch?

c) What is the availability of kosher, vegetarian, dietetic, or other special type requirements?

d) What is the total number of meals that will be served per passenger?

✔ BAR SERVICE

a) Is liquor included in the price?

b) If so, type of liquor (i.e., highballs, mixed drinks, or wines)?

✔ BAGGAGE ALLOWANCE

a) What is the maximum lift for the aircraft?

b) What is the per person baggage allowance?

This information must be ascertained from each carrier, as the type of plane and number of passengers would be a determining factor in regard to the per person allowance and number of pieces to be carried.

✔ INTERMEDIATE STOPS AND INVOLUNTARY DELAYS ENROU

a) Intermediate stops, to allow possible refueling requirements, usually specified in the contract.

b) With regard to the possibili lay-overs enroute due to weather or chanical difficulties, most major car assume such expenses on behalf of passenger once the group has checke for departure. The recreation dire should clarify this point in his neg tions.

✔ PROPOSED DEPARTURE AND ARRIVAL TIMES

Most major carriers can specify a parture and arrival time which is usu dependable.

A comparison of proposed elap times for the flight will prove useful the recreation director in a compari of the equipment offered.

✔ TARIFFS

All fares, either for common carria or charter are subject to government reg lation.

Charter rates are computed on a mi age basis from origin to destinatio times the applicable cost per mile, as fil by the respective carrier both for li mileage and any ferry mileage involve

a) *Live Mileage* constitutes origin destination carriage of passengers.

b) *Ferry mileage,* usually at a lowe rate, would constitute the distance th carrier would have to travel empty, any, from its normal operating points t accommodate the origin and/or destina tion of the charterer.

✔ CONTRACTURAL OBLIGATIONS

Individual contracts of the carrier vary; therefore, the recreation directo should clarify the requirements with re gard to deposits and cancellation penal ties, and whether or not in the event of a lower tariff filing subsequent to the sign ing of the charter contract, a refund would be forthcoming.

Most major carriers would be governed by the rate in effect at the time the charter operates.

✔ INSURANCE

Most transatlantic carriers are limited as to liability in the amount of approximately $8,000.00 per passenger, under terms of the agreement of the Warsaw Convention.

For any coverage over this amount for passengers and baggage, premiums must be paid by the charterer concerned.

OCUMENTATION AND FEES

dividual personal documentation as passports, vaccination certificates, any visas or other inoculations re- d by the country or countries of des- ion, must be in possession of the nger at time of departure.

ny passenger checking in for depar- without all necessary documentation public health requirements can be re- d carriage by the airline without re- se; and in the case of a charter flight, out refund compensation.

uggest recreation director explore this of documentary and public health re- ements carefully with carrier or travel nt to insure sufficient time for secur- all necessary requirements well in ad- ce of departure.

Certain airport taxes and personal head es are levied individually at some air- ts on arrival or departure. These as- sments, usually very nominal are individual passenger's expense. Sug- st the recreation director check into this that his passengers can be advised to prepared for same, if any exist with gard to his particular movement.

Customs and immigration fees, as they rtain to the carrier's operations and craft servicing charges are normally rne by all major carriers and are not parately assessed to the charterer.

✔ ELIGIBILITY FOR CHARTER CARRIAGE

a) *Entity,* wherein the firm pays the st of the charter and the employees are rried at the company's expense, i.e., in ne case of incentive trips, etc.

b) *Pro-rata,* where the cost of the harter is divided equally among the em- loyees or members of a club or organiza- ion taking the charter flight.

In the case of entity charters, eligibility nd proof of same is a negligible prob- lem and easily established.

In the case of pro-rata charters, eligi- bility must meet certain governmental, IATA and CAB requirements which should be thoroughly investigated and clearly understood by the recreation man- ager. (See CAB charter regulations as in- terpreted elsewhere in this edition.)

✔ SUMMATION:

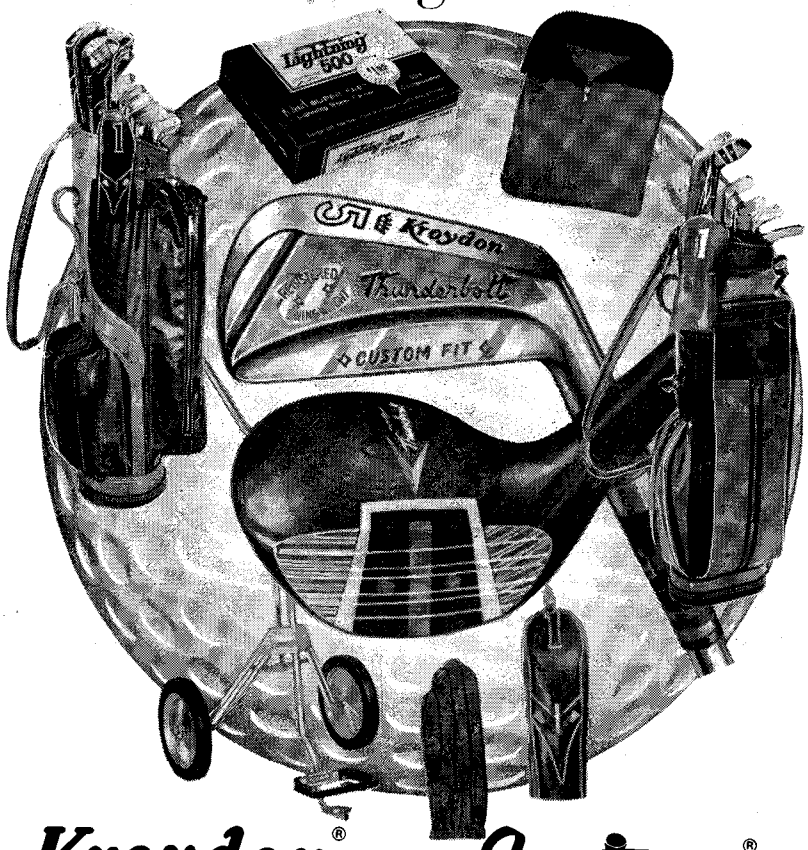
The following two lists indicate what should be, and what are not, included in the charter price by all reputable major carriers:

✔ CHARTER COST SHOULD INCLUDE:

—Equipment
—Food

(continued next page)

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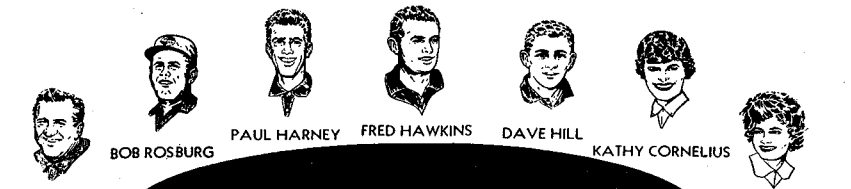


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2020 Indian Boundary Dr., Melrose Park, Ill.

NIRA TRAVEL CHECK LIST (cont.)

—Liquor
—Specified baggage allowance
—Insurance (up to Warsaw limitation)
—Layover expenses (in connection with involuntary delays enroute)
—Carrier assessments of landing
—Charges (including customs, immigration, and public health clearance)
—Servicing and aircraft handling charges

✔ CHARTER COST DOES NOT INCLUDE

—Transfers of passengers and baggage (except in connection with involuntary lay-overs).
—Cost of personal documentation requirements.
—Cost of Airport head taxes or tourist taxes.

This is to further certify that these golf balls conform in every respect to U.S.G.A. specifications. Furthermore, they have been found equal, or superior, to the 3 nationally branded, currently most popular golf balls tested.



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R

Tour Arrangements Check List

Careful selection of the tour ope cannot be overemphasized. Well pla itineraries, good hotels, prompt trans and service with a smile are only a fe the requirements of a good operator.

Getting the answers to the questio this check list will help you judge whe an operator is capable of performin your expectations.

The main points in which you are terested are:

✔ QUALIFICATIONS AND EXPERIEN OF TOUR OPERATOR

a) Appointments
—By airlines and steamship lin
—Air Traffic Conference
—International Air Transport Assn.
—Steamship Conferences
b) Number of years in business
c) Number of employees on compa payroll
d) Number of tours operated l year. (Preferably for NIRA membe State references or trip folders.)

✔ ITINERARY

a) Number of days
b) Dates
c) Countries, cities, side trips

✔ TRANSFERS (Airport to Hotels)

a) Bus
b) Private
c) Escort

✔ HOTELS (If Europe, get government rating)

a) Luxury
b) First Class (with bath)
c) Second Class (no bath)

✔ TYPE OF ACCOMMODATIONS

a) Twin bed
b) Double room
c) With or without private bath

✔ MEALS

a) How many per day?
b) Set meals or run of menu
c) How paid?
d) No meals

✔ SIGHTSEEING (Cost)

a) Bus
b) Car
c) Boat
d) Taxi

✔ SPECIAL FEATURES

a) Night clubs
b) Theatre
c) Musical events

Sporting events
Expositions, etc.
Welcoming or farewell parties or
:s (Specify only if complimentary
or champagnes are included)

ECIAL PROBLEMS

Airport taxes (Usually are not in-
d.)
Baggage limits (liquids). See car-
checklist
Tips (Who pays?) Settle specifi-
what is expected for waiters, maids,
:rs, bell boys, guides, tour coordi-
:s.
) Insurance (What kind and how
h?)
) Visas (Whether or not fees in-
ed)
) Laundry and telephone calls
ecify if not included)
;) Will they send a representative to
fing meeting to answer travelers' spe-
: questions on money, clothing, cus-
ıs, etc.?

FINANCIAL ARRANGEMENTS

a) Deposit required (Amount and
ıe)
b) Final payment (Amount and
ıe)
c) Cancellation clause in contract

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RM INDUSTRY ITEMS

Top Management Goes to The Fair Via "VIP" Tours

Though features in this issue may sometimes make it seem that only the employees of major U.S. firms will be making the trip to the New York World's Fair during 1964-65, top management will, of course, be equally represented.

A unique service for World's Fair visitors tailored to the needs of the business community was announced recently by Visitors Itinerary Planning (VIP), New York.

In addition to its current program of ticket packaging of Fair attractions for the travel industry, VIP is now offering a service which will provide individually tailored itineraries for business executives and their guests who plan to visit the New York World's Fair.

With offices in New York and on the Fair grounds, VIP will maintain close liaison with Fair staff and exhibitors to provide up-to-date information on the exhibits, services, and special events at the Fair, as well as to insure personalized reception for VIP clients.

In arranging itineraries, VIP will assign a staff member to schedule and coordinate the entire visit at the Fair, based on the client's particular interests. Arrangements will also be made for limousine or helicopter transportation to and from the Fair grounds, official guide service, tickets to Fair attractions, restaurant reservations, and other services as required.

Federal Recreation Assn. Elects Officers for 1964

The League of Federal Recreation Associations, Inc., a federation of government recreation and welfare associations in the Washington area, named the following as officers for 1964:

John D. Hoff, Civil Aeronautics Board, president; Basil Philippy, Internal Revenue Service, vice president; William Monagan, Department of Justice, vice president; Louis J. Perlstein, Patent Office, vice president; Jane Thomas Karlson, Atomic Energy Commission, recording secretary; Nellie Holgerson, Interstate Commerce Commission, corresponding secretary; and Robert J. Beatty, treasurer.

Faultless Rubber Hosts New NIRA Bowling Meet

Faultless Rubber Co., Ashland, O., and Howard Honaker, its recreation director, are hosts to the 1964 National Industrial Recreation Association Bowling Tournament which will be held at Ashland on April 25-26.

In addition to bowling for prize money, the bowlers may win other valuable prizes which have been donated to the tournament.

The Charger Lanes in Ashland will be the scene of the action and is donating a free treat to every bowler who participates in the team event.

The Faultless Co. will also hold open house throughout the tournament at Faultless Miller Memorial and free refreshments will be served there to all tournament bowlers.

In a letter circulated in January, Honaker drew the attention of members NIRA to the event.

"Hospitality Plus", Honaker would be the theme of the 1964 ever Ashland.

U.S. Finds No Easy Victories in Olympics

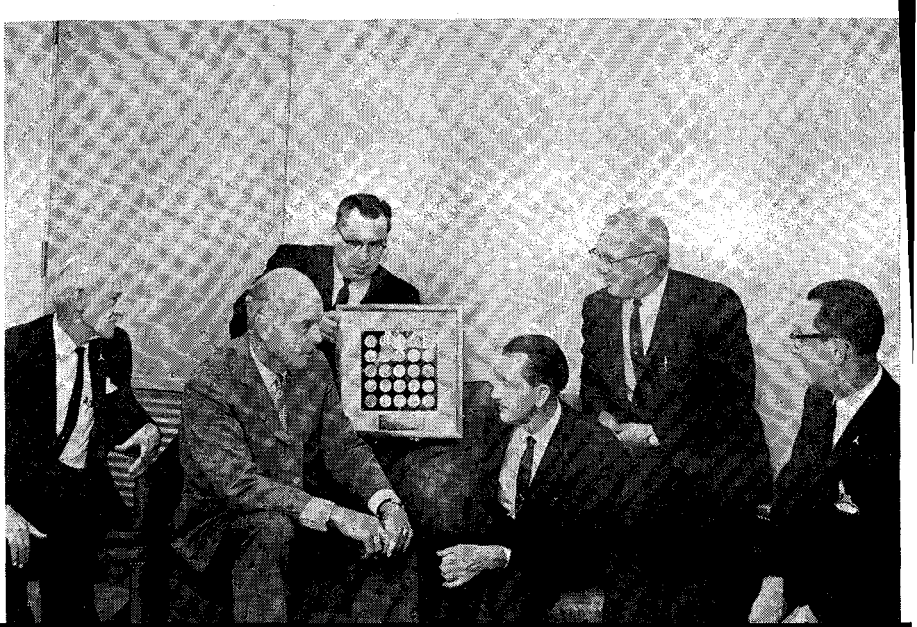
In a radio interview piped into U.S. over NBC's *Monitor* radio work, Bob Richards, himself a form Olympic champion, assessed the p showing which American athletes w making at Innsbruck, Austria, at Winter Olympics.

Richards, who has indicated in ta before NIRA groups that U.S. indus might hold the key to mastery of t Olympics, said there was a fatal flaw the training programs of U.S. Olymp teams—when they seek after quick, ea victories.

Thus, while the Russian teams a training in a program that requires thr to six years of rigid workouts, U.S. at letes are often in training only a fe months.

Richards said that Russia reaped tr mendous propaganda value from its goo showings in the Olympics while the U.S often appears to countries we would lik to impress like a nation where physica conditioning is not an important thing

The scene below commemorates the beginning of the Lockheed Employees Recreation Club in 1935 with a $25 loan from then company secretary Cyril Chappellet. LERC repaid the loan with 25 silver dollars imbedded in a plaque. (L to R) Charles Somers; Frank Davis, NIRA treasurer; Chappellet Bob Mills, Bill Crockett, and Sal Frisna.



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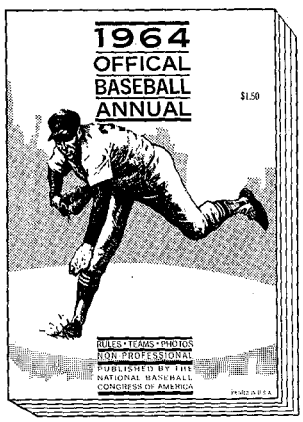
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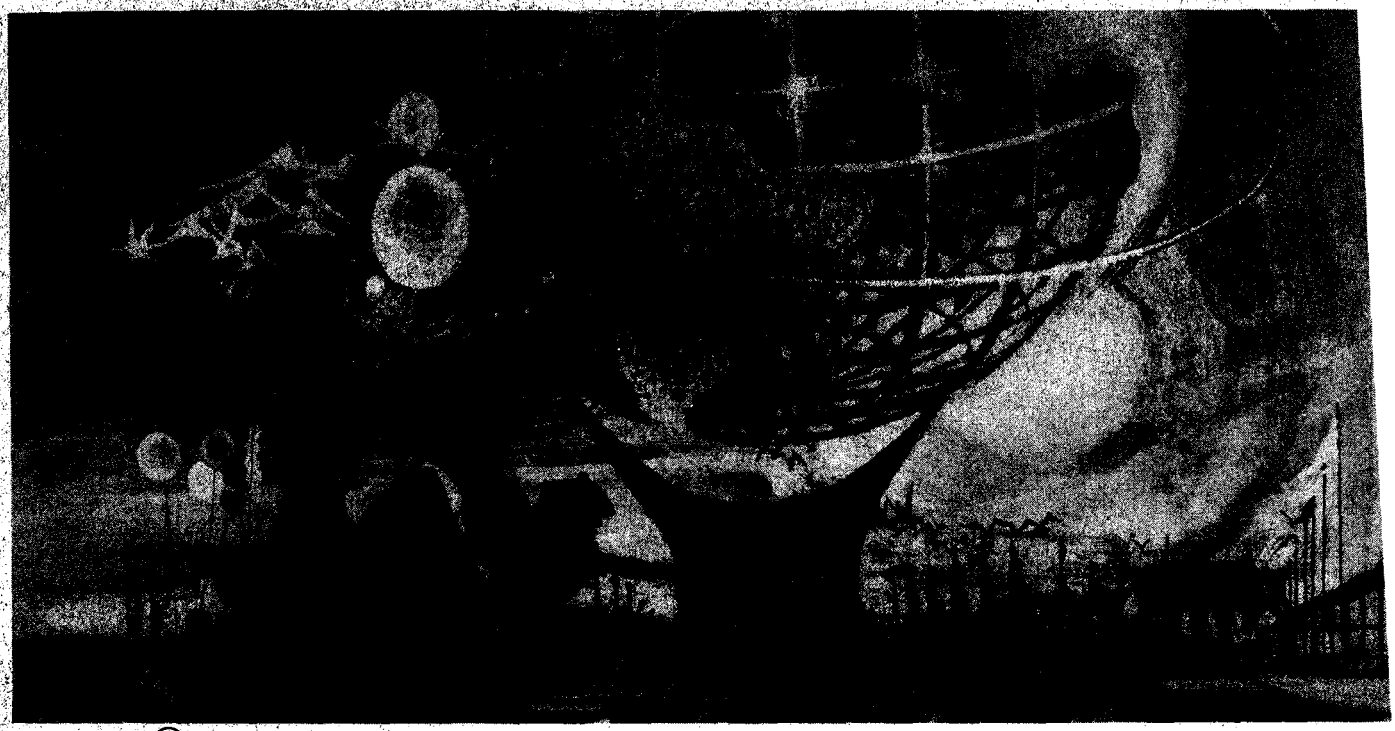
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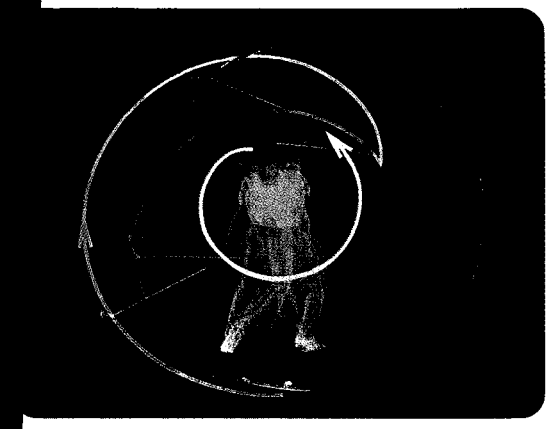


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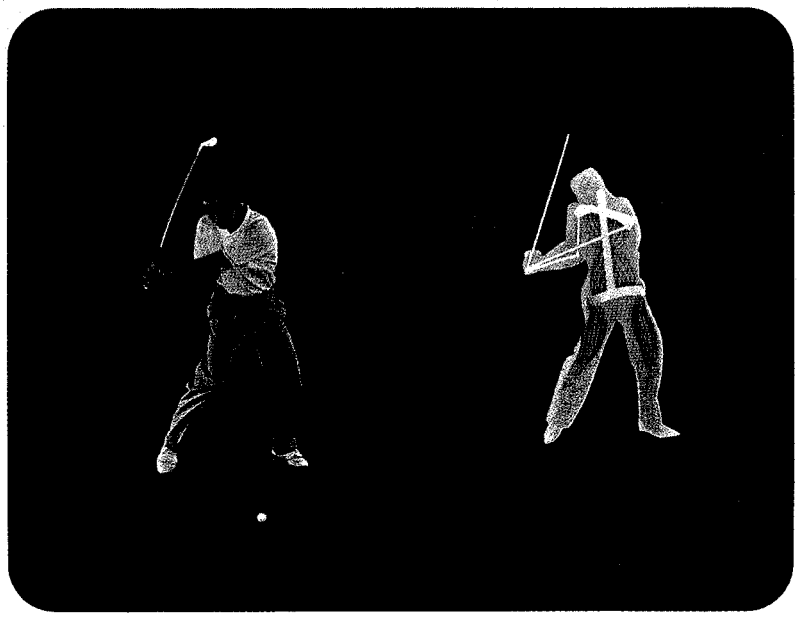
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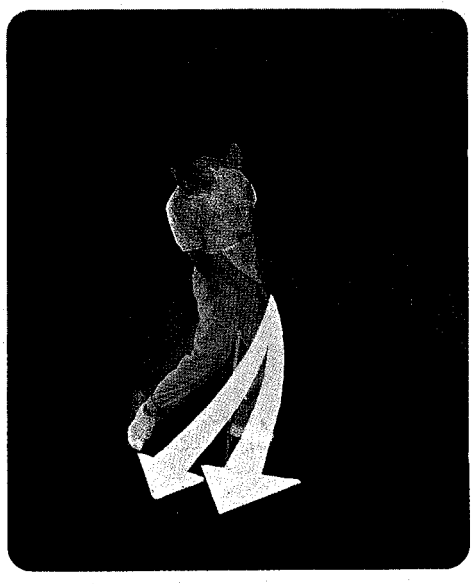
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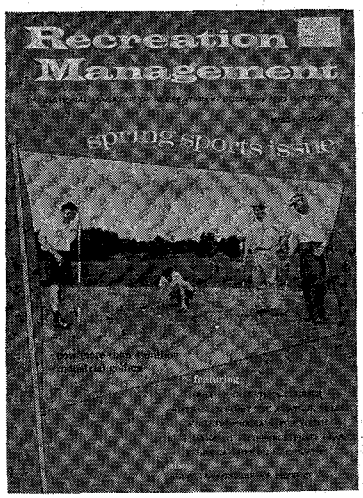
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MARCH 1964
Volume 7, Number 2



This month, R/M pays tribute to the industrial athlete, the backbone of the U.S. sports establishment.

Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

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signs of the times...

GATES SUPERVISORS 'BIKE' AROUND. It took only a couple of jaunts from one end of the giant-sized Gates Rubber Co. warehouse in Denver, Colo., to the other to convince the managers there that some better means of transportation than foot power ought to be sought. Bicycles were tested and proved ideal for supervisory ta that required great mobility. A secondary advantage of the bicycling—but one of equal importance to the supervisors—was th they began to notice that their general physical health and fitne had improved from pedaling around the warehouse. The official management position on the new vehicles is that they have helped improve the quality of supervision and contribute to keeping cost to a minimum.

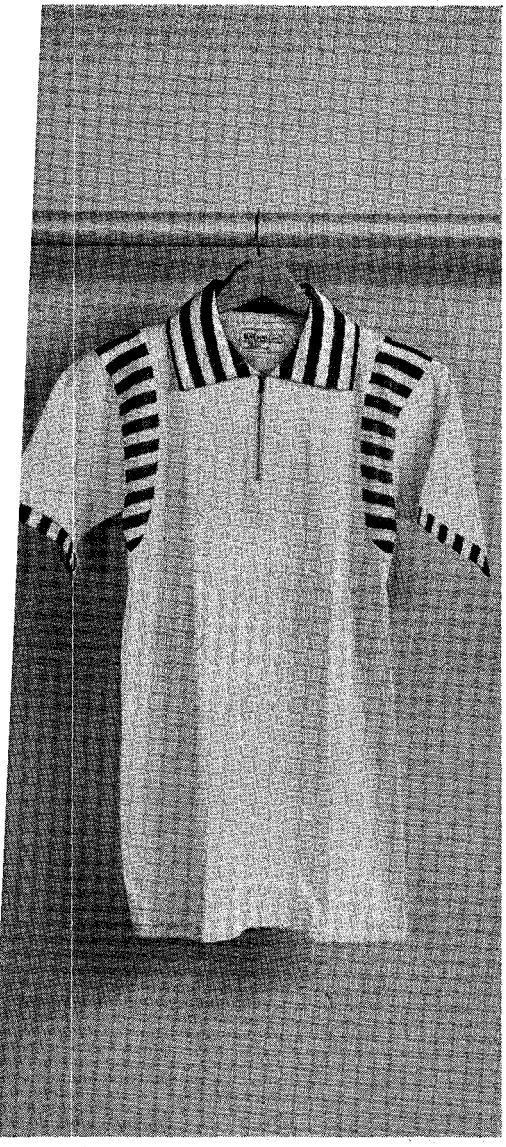
OFF HOUR HABITS CONTROL JOB PERFORMANCE. The behavior pattern of the employee after hours has an important bearing on his job performance. The company recreation program, according to a report circulated by one firm recently, not only offers wholesome opportunities for leisure time pursuits, but gives employees a chance for recognition, a sense of belonging, and a feeling of accomplishment. The net effect of the recreation program is a lifting of an employee's morale—which in turn is bound to result in greater productivity.

ERRANT GOLF CAN BE EXPENSIVE. Teeing off into the foursome ahead of you can not only label you as a social boor, it might also cost you money. There have been cases where suits have been filed as a result of injury on the links—and the court has found favor of the plaintiff. In such cases, personal liability coverag whether as part of a home-owner's insurance policy or a separate comprehensive personal liability policy—would provide for legal counsel and satisfy judgment levied against the golfer up to the limits of the policy.

VACATIONS TO EASE RETIREMENT. Vacations to ease the transition to retirement of older workers are part of a new contract between American Sugar Co.'s Baltimore refinery and the United Packinghouse Workers. Under the plan, workers with 15 years of seniority, normally due 4 weeks' vacation, will get 6 weeks at age 57, 7 weeks at 59, 8 at 61, and 12 at 63.

JUSTICE GOLDBERG ON LEISURE: Noting that many have a compulsion to work long hours because they feel that work is the "end of living," Associate Justice Arthur Goldberg last month in PAGEANT said that increasing leisure for most Americans is going to force them to look upon it not only as a respite from work but as a great opportunity to overcome "inner impoverishment." Education for leisure, a process not limited to but heavily reliant on the nation's schools, could provide the answer to the growing problem of too much leisure, he said.

OUTDOOR RECREATION BUREAU'S 1ST YEAR. Enactment of a law to promote nationwide coordination and development of outdoor recreation marked the first full year of the newest unit of the Department of the Interior, the Bureau of Outdoor Recreation. Through powers delegated to the new bureau by the Secretary of the Interior, the law is designed to stimulate and accelerate outdoor recreation programs through cooperation of federal, state, local and private agencies.





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ress your team or league in Wilson oftball uniforms, designed to give ayers a comfortable fit and a neat, olorful appearance that helps build ride in their team, their league and eir company athletic program.

Wilson uniforms are available in a ide range of styles and colors—nough to outfit several leagues, if eed be, without duplication. This ide selection of uniforms also akes it easy to outfit either a team or a league while staying within the requirements of a specific budget.

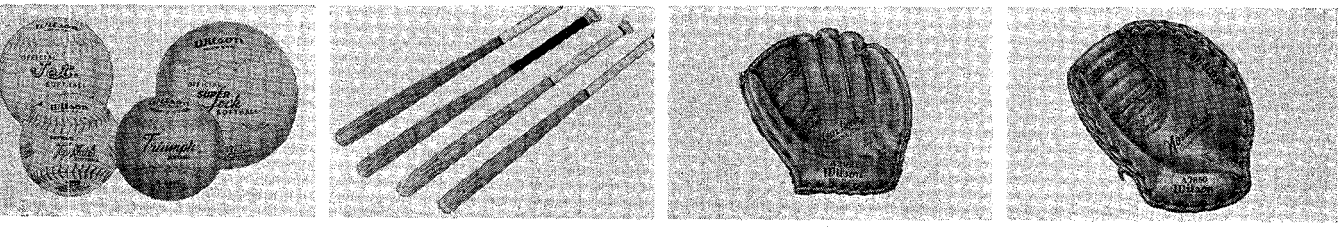
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Order your softball uniforms, caps and warm-ups, plus gloves, shoes, bats, balls and other team equipment from your Wilson sporting goods dealer now. Wilson Sporting Goods Co., Chicago. (A subsidiary of Wilson & Co., Inc.)

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Cleveland, Ohio, which long ago dubbed itself "The Best Location in the Nation," certainly *will* be this May 16-19 when NIRA takes the wraps off its 23rd Annual Conference and Buying Show.

Complete conference registration information will be mailed soon to all NIRA members in anticipation of one of the best turnouts in recent years.

Why not make plans to be there bright and early on Saturday, May 16. The Cleveland Conference Committee, headed by former NIRA President Ben Kozman, of Thompson Ramo Wooldridge, has planned a schedule of outsta ing *pre*-conference events you won't want to miss.

For those who are present by Saturday noon, there wil a tour of the Professional Football Hall of Fame in nea Canton. The current president of the Hall of Fame NIRA's own Earl Schreiber, recreation director for Timk Roller Bearing Co.

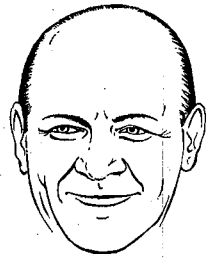
Later on Saturday, the conferees will tour the Timk Co.'s recreation area (featured in RECREATION MA AGEMENT during 1963), and Meyers Lake Park wh



MEARS



DANIELL



KOZMAN



SCHREIBER



BLOEDORN

NIRA College of Employee Activities Curriculum

SOCIAL SCIENCES
- —Employee Health
- —Style Shows
- —Dance Instruction
- —Entertainment
- —Company Banquets
- —Alcoholics Anonymous
- —Weight Training

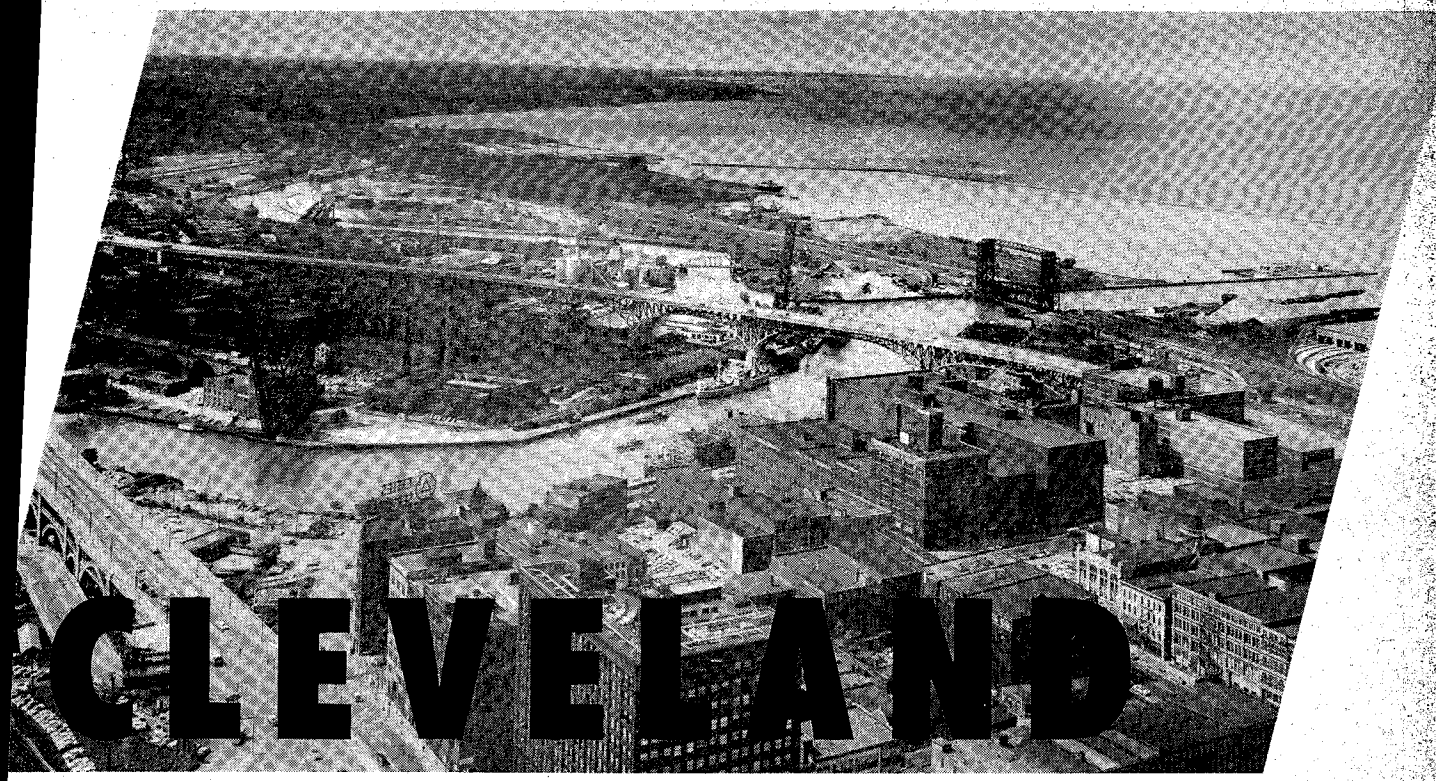
LIBERAL ARTS
- —Self-Improvement Clubs
- —Toastmasters Clubs
- —Music in Industry

COMMUNITY RELATIONS
- —Company/Community Projects
- —Career Days
- —Facilities Acquisition
- —Youth Activities
- —Boy Scouts
- —Welfare Services

BUSINESS ADMINISTRATION
- —Financing the Recreation Program
- —Records & Forms
- —Program Management

PHYSICAL EDUCATION
- —Activity Clubs
- —Varsity Athletics
- —Skiing
- —Camping & Hiking
- —Boating

COMMUNICATIONS
- —House Organs
- —Direct Mail
- —Person-to-Person
- —Other



ferees will be feted to a reception and sumptuous dinner-
ce.

NIRA's 1964 Conference will be one of great variety,
h the work sessions interspersed with tours, exhibit time
demonstrations, luncheons, and a schedule of top notch
akers, with plenty of time left over for the informal dis-
sions which often provide the real meat for a national
ference.

However, the primary aim of our national conference is
provide a tool for the betterment of your firm's recreation
gram. NIRA's 23rd annual meeting is designed to give
u the best possible professional counseling for your regis-
tion fee.

The most distinguishing characteristic of the Cleveland
nference will be the "NIRA College of Employee Serv-
es."

Conferees will register in the "college," with the option
attending a wide range ot "classes." Conferees who earn
nough "credits," will be awarded a certificate on "graduation
ay"—the final day of the conference.

The deans of the school are Martha Daniell, Nationwide
nsurance Co., dean of women; and Charles Mears, The B.
. Goodrich Co., dean of men.

A wide variety of courses in social sciences, physical edu-
ation, liberal arts, business administration, community rela-
ions, and communications will be offered. Elsewhere on this
age we are carrying the curriculum of the college.

Top speakers already signed for the event include: Bud
Wilkinson, formerly Director of the President's Council on
Fitness and now a candidate for the U.S. Senate; Glen H.
Sengpiel, Director of Employee Relations, B. F. Goodrich
Co.; H. E. Markley, Executive Vice President, Timken Roller
Bearing Co.; Dick McCann, Director, Pro Football Hall of
Fame; Al LaGasse, Executive Secretary, American Institute
of Park Executives.

In terms of variety, all-round excellence, and practical
value, NIRA's 1964 Conference in Cleveland promises to be
one of the best.

Cleveland's Exhibitors

The following companies have already confirmed their exhibit space at NIRA's 23rd Annual Conference and Buying Show. These and other companies yet to be announced will display their products and services for the convenience of NIRA's Cleveland conferees. They will be prepared to take your orders at the conference.

SPORTING GOODS

Adirondack Bats, Inc.
Brunswick-MacGregor Co.
Converse Rubber Co.
J. deBeer & Son
The Faultless Rubber Co.
Hillerich & Bradsby Co.
King Louie International Inc.
Northwestern Golf Co.
Rawlings Sporting Goods Co.
Shakespeare Co.
A. G. Spalding & Bros.
Wilson Sporting Goods Co.

FACILITIES, EQUIPMENT

American Locker Co.
Flexble Locker Div.
Game-Time
Harrison-Brauer-Rippel
Miracle Equipment Co.

TRAVEL

American Express Co.
El San Juan Hotel
Japan Airlines
Lufthansa German Airlines
New York Convention Bureau
Sabena Airlines
SWISSAIR
Trans World Airlines, Inc.
Travelpower, Inc.

VENDING

The Coca-Cola Co.
The Seven-Up Co.
United Food Mgt. Services, Inc.

TROPHIES, HOBBIES, TOYS

American Handicrafts Co.
Golden Awards
Immerman & Sons
Kondik Advertising Co.
Nemes Broadway Toy
Paulich Trophies & Awards, Inc.
Saunders Mfg. & Novelty Co.
Smith Enterprises, Inc.
Tandy Leather Co.

RECREATION ORGANIZATIONS

American Bowling Congress
National Bowling Council
National Rifle Association

MISCELLANEOUS

Boy Scouts of America
Burrowes Pool Table Co.
Geauga Lake Park, Inc.
Nobel-Bergner Agency
Twyman Films, Inc.

WHY

. . . is NIRA membership important to industrial recreation administrators—the professional men responsible for the growing field of employee activities?

. . . because the National Industrial Recreation Association, a non-profit service organization, is dedicated to the idea that industrial recreation is sound management policy . . . that the recreation director is an important member of management's industrial relations team . . . that the effectiveness of your employee recreation program depends upon the concerted impetus that only a national organization can give to it. Specifically, how is NIRA geared to help you? Look . . .

Fill in and return to:

National Industrial Recreation Association
Room 1518, 203 North Wabash Avenue
Chicago, Illinois 60601

Gentlemen:

I would like to hear more about NIRA. Please send me details about your services.

Name_____

Title_____

Company_____

Address_____

PROGRAM AIDS
NIRA offers a series of "
to" manuals, pamphlets,
booklets, including *Stand*
Sports Areas, on the m
phases of recreation mana
ment.

RESEARCH
NIRA surveys are valuable
dices for the industrial recr
tion director to measure
programs against, and po
the way to new ideas a
trends in employee recreati

PERIODICALS
Ten times a year you will r
ceive RECREATION MANAG
MENT, NIRA's own news an
feature magazine. Include
are the *NIRA Newsletter* an
Idea Clinic to help you buil
your program.

CONTESTS
To help increase employe
participation, NIRA annuall
promotes national contests i
the following fields: Bowling
Golf, Rifle-Pistol, Bridge, Fish
ing, and Camera. An employee
of your company could win a
trip abroad, or a valuable mer-
chandise award.

CONFERENCES
NIRA sponsors regional, as
well as national conferences,
where those responsible for
employee recreation meet to
exchange ideas and work out
their common problems.

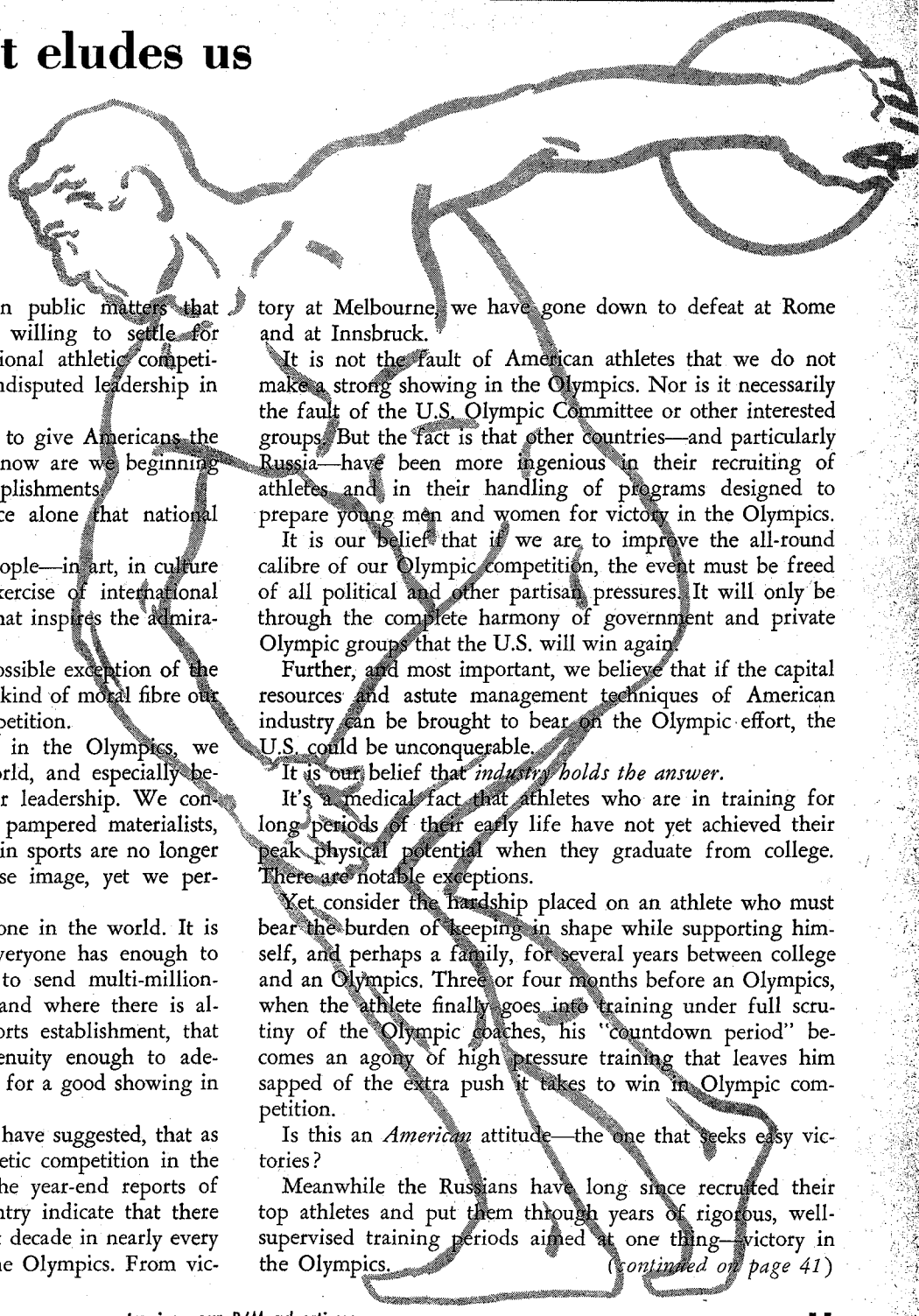
re's a plan for . . .

VICTORY IN THE OLYMPICS

by Don L. Neer
Executive Director
NIRA



. . a goal that eludes us



t is one sign of our lethargy in public matters that Americans are more and more willing to settle for ond place—or *worse*—in international athletic competi-n, while the Soviet Union wins undisputed leadership in e world of sports.

It took a Russian Sputnik in 1957 to give Americans the sire to excel in science, and only now are we beginning pull abreast of Soviet space accomplishments.

It is not by superiority in science alone that national uses are won or lost.

It is the example set by a whole people—in art, in culture nd in humanity—as well as the exercise of international olitics by key government officials, that inspires the admira-ion of other nations.

No international effort, with the possible exception of the eace Corps, is more revealing of the kind of moral fibre our outh possesses than is Olympic competition.

When we make a poor showing in the Olympics, we nake a poor showing before the world, and especially be-ore the nations who look to us for leadership. We con-tribute to our image as a nation of pampered materialists, where physical fitness and excellence in sports are no longer goals for young people. It is a false image, yet we per-petuate it.

American athletes are second to none in the world. It is ironic that in this country, where everyone has enough to eat, where there are funds enough to send multi-million-dollar shots into space every week, and where there is al-ready a gigantic, smooth-running sports establishment, that there are neither resources nor ingenuity enough to ade-quately train and prepare our athletes for a good showing in the Olympics every four years.

We do not believe, as other critics have suggested, that as a nation we are becoming soft. Athletic competition in the U.S. has never been more fierce. The year-end reports of eminent sporting groups in this country indicate that there has been great growth during the past decade in nearly every sport. Yet we have lost ground at the Olympics. From vic-tory at Melbourne, we have gone down to defeat at Rome and at Innsbruck.

It is not the fault of American athletes that we do not make a strong showing in the Olympics. Nor is it necessarily the fault of the U.S. Olympic Committee or other interested groups. But the fact is that other countries—and particularly Russia—have been more ingenious in their recruiting of athletes and in their handling of programs designed to prepare young men and women for victory in the Olympics.

It is our belief that if we are to improve the all-round calibre of our Olympic competition, the event must be freed of all political and other partisan pressures. It will only be through the complete harmony of government and private Olympic groups that the U.S. will win again.

Further, and most important, we believe that if the capital resources and astute management techniques of American industry can be brought to bear on the Olympic effort, the U.S. could be unconquerable.

It is our belief that *industry holds the answer.*

It's a medical fact that athletes who are in training for long periods of their early life have not yet achieved their peak physical potential when they graduate from college. There are notable exceptions.

Yet consider the hardship placed on an athlete who must bear the burden of keeping in shape while supporting him-self, and perhaps a family, for several years between college and an Olympics. Three or four months before an Olympics, when the athlete finally goes into training under full scru-tiny of the Olympic coaches, his "countdown period" be-comes an agony of high pressure training that leaves him sapped of the extra push it takes to win in Olympic com-petition.

Is this an *American* attitude—the one that seeks easy vic-tories?

Meanwhile the Russians have long since recruited their top athletes and put them through years of rigorous, well-supervised training periods aimed at one thing—victory in the Olympics.

(continued on page 41)

NIRA Sports Planner

Golf for Industry—*A PLANNING GUIDE COMPLETE WITH INFORMATION ON ORGANIZING AND OPERATING AN INDUSTRIAL GOLF PROGRAM. 50 PAGES COMPLETE WITH EVERYTHING FROM RULES OF THE GAME TO PLANNING FACILITIES.*

Write:
Golf for Industry
c/o National Industrial
Recreation Association
203 N. Wabash Avenue
Chicago, Illinois 60601

Enclose $1.50.

According to NIRA records, the oldest industrial golf course in America is the nine hole layout built by Oneida, Ltd., in Oneida, N. Y. in the late 1890's—a long time before the employee golf movement began.

The original use of the Oneida course was exclusively for executive golfing, but after the turn of the century, when the original course was rebuilt, it was made available to all the employees of the company.

Today in the U.S., there are more than four million industrial golfers.

Since the opening of the first industrial golf course just before the turn of the century, well over 100 companies across the United States, have provided golf courses for use of their employees, ranging from the plush $2.5 million 63-hole layout built by the du Pont Company in Wilmington, Del., to much more conservative layouts built by other firms elsewhere.

There have to be good reasons why more and more companies are building employee golf courses, since even the most modest course represents a far from trivial financial investment. Since every expenditure must be strictly accounted for to the stockholders, the arguments for company-sponsored golf courses must be based on sound business reasoning.

The motives behind company-sponsored golf facilities are at least partially the same as those advanced for employee activities of any kind. Experience has shown that golf is a part of an employee recreation package which makes for healthier, happier, and better adjusted employees.

Not every company can afford a golf course, and possibly the majority of American businesses have labor force small to justify the cost of golf course construction fo exclusive use of its own employees.

However, a number of small firms have built golf co and opened them for the use of the entire communi which the company is located.

The green fees paid by non-employee golfers figure a ciably in helping to defray the cost to the company of m taining the course and in amortizing its capital invest to an amount more in keeping with what it can afford addition, the company enjoys improved community relat

Other companies, finding it impractical to build their golf courses, have lent their support to local citizens' gr campaigning for municipal golf facilities and have contributed land areas, labor, equipment, and funds to projects.

There are a number of cases on record where employ pointing to the lack of local golf courses, have approac management with the idea of building an employee course with their own labor.

In these cases the company sometimes provides the la equipment, and materials with the employees furnishing muscle. In other cases the company agrees to pay half cost of such a project, if the employees' recreation asso tion will make up the difference.

Such projects are usually successful because of the hi degree of employee enthusiasm behind the initial propo and a management "go-ahead" is bound to assure the fi a great deal of employee goodwill—at least among spor minded personnel.

Today, there is a golf facility to fit the needs and limi tions of almost every company, regardless of size or loc tion. While the 18-hole variety regulation golf course the ideal, there are other types of golf facilities which ca contribute significantly to the employee golf program. The include, in order of size and cost, the practice putting gree the miniature golf putting green, the golf driving range, th "par-3" golf course, and the three, six, and nine hole go courses.

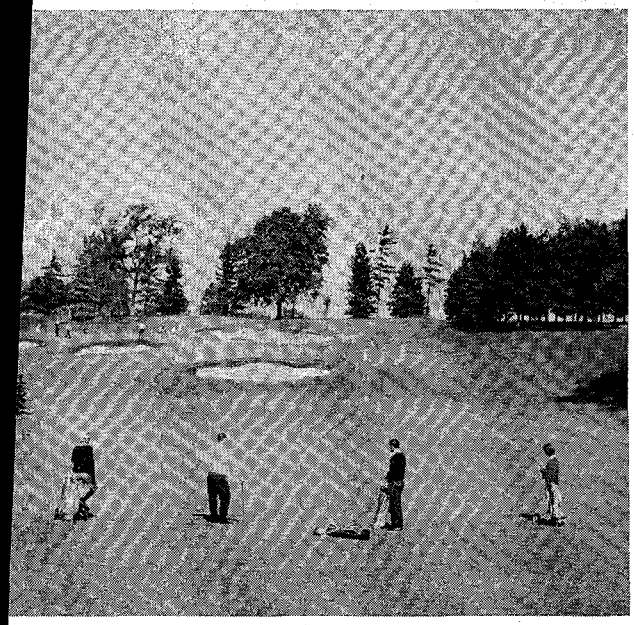
Although progressive managements have been quick t recognize and to add the all-inclusive appeal of golf to thei recreation set-up, in most instances the company golf pro gram is of spontaneous origin.

Golfing employees, drawn together by mutual interest in the game, soon form groups or clubs to pursue their hobby and then find that management approval of their activity in the form of assistance from the recreation department is indispensible.

The cost of golf programs to industry is governed by a

Four Million Industrial Golfers!

As golf course proprietors, U.S. industrial firms still lag behind the nation's private and municipal golf course owners in numbers, despite the fact that the great majority of American golfers now are the employees of business and industry. But the very fact that the industrial golf course trend is continuing, would indicate that management now sees great benefits for itself from even the more expensive items on the employee recreation budget.



To an industrial sportsman, there's nothing quite like playing golf a beautiful setting on a challenging course. **Below:** Thousands of loyees of International Business Machines, Endicott, N. Y., each year attracted to the 18-hole IBM country club course.

Partial List of Firms With Company Golf Facilities

ABERCROMBIE OIL ● ALLIS-CHALMERS ● AMERICAN & EFIRD MILLS ● AMERICAN BRASS ● AMERICAN PLAYGROUND DEVICE ● AMERICAN POTASH & CHEMICAL ● ANACONDA COPPER MINING ● BETHLEHEM STEEL ● BROCKWAY GLASS ● BROWN PAPER MILL ● FIRESTONE TIRE & RUBBER ● GENERAL ELECTRIC ● GOODYEAR TIRE & RUBBER ● HUMBLE OIL ● INDIANA FARM BUREAU COOPERATIVE ASSN. ● INTERNATIONAL BUSINESS MACHINES ● INTERNATIONAL PAPER ● LIBBY McNIELL & LIBBY ● LOUISVILLE CEMENT ● NATIONAL CASH REGISTER ● MINNEAPOLIS HONEYWELL ● MINNESOTA MINING AND MANUFACTURING ● ONEIDA LTD. ● PURE OIL ● REPUBLIC STEEL ● SHELL OIL ● SPRINGS COTTON MILLS ● THE TEXAS COMPANY ● TEXAS GULF SULPHUR ● UNION BAG & PAPER ● UNITED STATES STEEL

mber of factors alluded to elsewhere in this story. Cost to individual employee, of course, depends on his choice of bs, balls, and accessories including clothing.

Land suitable for building a golf course is, in most urban/ dustrial areas, quite expensive. It is also incidentally a e addition to any firm's investment portfolio.

In the case of the company which is considering a full-dged golf program, complete with a private golf course, e consideration for cost must be tempered by the long-nge results to be achieved by investing in golf.

A roster elsewhere on this page contains the names of progressive American firms which have gone all out in the development of facilities for golf.

On the other hand, when non-company-owned facilities are used, the company's cost may consist merely of the time and effort the recreation director spends in assisting company golfers to organize themselves into leagues and in helping them stage golf events.

Thus cost, to an individual firm, is entirely dependent on the degree of involvement in a golf program—a choice clearly left to management. The important thing is for employees to go golf!





Left: Action at Kodak Park during competition. *Top Right:* General Dyn Convair batter out at first. *Far* Intra-plant competition at Charmin P softball league. *Below:* Sperry Rand to the diamond.

Softball's First Half Century

Softball reportedly got its start about 50 years ago when a group of northern baseball players devised it as a game for indoor competition during the off-season. With a big mushy ball you could play in a much smaller area, they reasoned.

"Indoor baseball," as the game was originally dubbed, never won widespread favor, but "softball"—played out-of-doors in summer weather—has had an amazing growth history in the U.S. in succeeding decades. Industrial and business leagues have played a key role in its development.

Minneapolis and Chicago are both credited with giving birth to softball, but the latter city has reigned supreme in the sport ever since a couple of guys named Fischer and Pauley organized a national softball tournament to be held in conjunction with the Century of Progress Exposition in the Windy City in 1933.

The National Recreation Association—NIRA's parent body—gave impetus to the sport during its early days when it espoused the game for widespread use on the nation's playgrounds.

When the softball bug bit industry, and when industry gave it official recognition by approving it as a key part of the employee recreation program, softball grew into a "major" sport. Industrial leagues formed after hours among employees all over the United States, and thousands of firms soon had their corporate seal emblasoned across the jerseys of company softball enthusiasts.

World War II gave impetus to the sport—though most softball historians admit that the years of greatest gain didn't come until the late forties and throughout the fifties. During the War, the curtailment of automobile travel convinced more and more companies to organize athletic programs for their employees. In addition to the travel ban, the extra work loads assumed by defense workers and the intense emotional pressures of the day demanded the kind of safety valve that athletics could provide. In those days softball was **Number 1.**

Some of the reasons why softball has always been a ma part of the industrial recreation movement include the f lowing: 1) it has a close relationship to baseball— "Ame ca's favorite sport"; 2) you can play it in a relatively sm area near or on plant grounds; 3) women—as well children—can play it; 4) equipment is of relatively l cost, and 5) it has much of the spectator appeal of mo "professional" sports.

During the sixties, softball has continued to grow. A cording to figures just released by the Athletic Institute the were more than 5 million Americans participating in sof ball activities during 1963. It still ranks third—just behin bowling and golf—in total employee participation.

NIRA plays an important role in the continuing growt of softball in the U.S. It is a member of the joint committe which promotes interest in the sport. Others represented o the committee include the Amateur Softball Association; th National Recreation Association; the American Associatio for Health, Physical Education and Recreation, and th Young Men's Christian Association.

Unquestionably one of the highlights of the 1963 softbal season was the tournament which Roy E. "Pop" Ellington, a former NIRA treasurer and board member, held at KERA LAND in Ravenswood, W. Va., last summer.

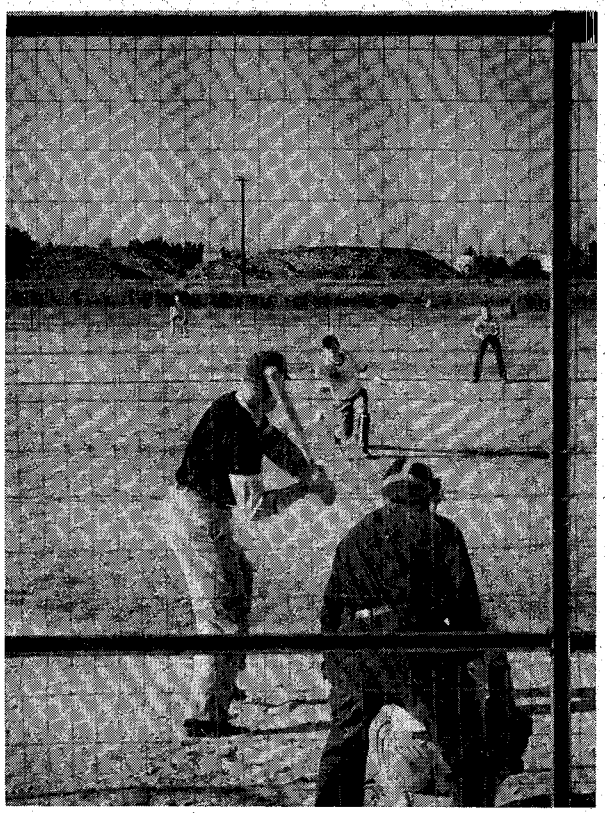
Pop Ellington is the recreation director for employees of the Kaiser Aluminum and Chemical Corporation in Ravenswood, and KERALAND is the park used by the Kaiser Employees Recreation Association.

Though the event was co-sponsored by the West Virginia Centennial Commission, Pop deserves most of the credit for organizing and running the 64-team tournament.

Pop has long been a force in industrial softball. It was he who first introduced slow pitch into the industrial recreation programs in North Carolina long before he began with Kaiser. Today, thanks to Pop, North Carolina boasts one of the finest slow pitch programs in the nation, according to the Amateur Softball Association.







Pop brought slow pitch to the Pharr-Yarn team, of Mc-lenville, N.C., which has won three World Industrial ampionships since then, most recently in 1963.

In other key softball events during 1963, a "new" game—-inch softball—made its debut in official ASA competi-n at Richmond, Va. Like softball itself, Chicagoans claim have originated 16-inch which now has a following of me 6,000 teams in league competition in that city alone. The rules for 16-inch are the same as for 12-inch with e exception that the larger ball is used, pitchers are allowed use the 38-foot distance from the plate, and no gloves are lowed.

In addition, the ASA says that in 1964 the count will be ropped from 4 balls and 3 strikes to 3 balls and 2 strikes. close check of 16-inch activity revealed that in even the ost amateur of sandlot competition, most batters seldom eeded a "fuller" count.

The annual report of the Amateur Softball Association nd its prospectus for 1964 were both "bullish." Industrial mployees are playing the sport with more enthusiasm and in greater numbers than ever before, and youth softball has in-reased its foothold.

If there are sports which attract only large firms, softball s certainly not one of them. The annals of the game bristle with the names of small firms not often associated with big time competition.

During 1963, for example, the national tournaments were full of champion-calibre teams with names like "Gatliff's Auto Sales," "Skip & Hogan," "Dana Gardens," and "Windy's Tap."

These teams may never achieve the status and glamour of the Raybestos "Brakettes," or the Aurora "Sealmasters" but they bear out the contention that softball is a sport whose flavor has always been, and will probably always be, amateur.

1964 Softball Dates

At the 1964 meeting of the Amateur Softball Association, the 1964 Slow Pitch Tournaments were scheduled for the Labor Day weekend with the industrial match going to Jones Beach, Long Island, N.Y., and the open event going to Springfield, O. Omaha, Neb., will host the women's slow pitch on the same date. The fast pitch events were scheduled for Santa Clara, Calif., on September 18-25, 1964 for the men; and for the women, Orlando, Fla., August 21-29, 1964. The second annual 16-Inch Tournament is scheduled for Chicago, with dates to be announced later.

NIRA SPORTS PLANNER

SOFTBALL RULES SOURCES

Fast & Slow Pitch—12-Inch—75¢
Amateur Softball Association
11 Hill Street
Newark 2, New Jersey

16-Inch—60¢
Umpires Protective Association
5050 Sheridan Road
Chicago, Illinois 60640

PLAYING AREA SPECIFICATIONS

Write to the above, or—

Standard Sports Areas
c/o National Industrial
Recreation Association
203 N. Wabash Avenue
Chicago, Illinois 60601

Enclose $2.

With more than forty years of successful operation behind them, CAA members can only speculate on what new progress lies ahead for...



Two big ones that didn't get away at PPG's Lake Dorothy. Columbia Athletic Association stocks the lake each year with bass, pike, walleye, and panfish.

Family Recreation at Pittsburgh Plate Glass Company

An ever changing program of family recreation is the key to the operating policy of the Columbia Athletic Association of Barberton, Ohio.

The CAA is a 44 year old recreational organization made up of employees of the Barberton Plant of the Pittsburgh Plate Glass Company, Chemical Division. Since its inception in 1919, as a small club sponsoring baseball and basketball, the CAA has grown into a giant of 1,800 members offering a kaleidoscopic array of activities.

The PPG Barberton installation is the mother plant of its Chemical Division, founded in 1899. The Barberton Plant, which employs 2,400 employees and covers 2,700 acres, produces chemicals for the glass, steel, automotive, food, and other major industries.

The Columbia Athletic Association program centers around a modern recreation building and a forest preserve and lake. The most popular activities are bowling, and golf. However, smaller, but equally enthusiastic groups display feverish activity in such hobbies as boating, coin collecting, bridge, photography, skeet, and dancing.

The company-owned Recreation Center is a six year old, air-conditioned building, equipped with eight bowling alleys featuring 1963 AMF pinspotters. The center also features pocket billiard and ping pong tables, a television lounge, and banquet facilities.

PPG's Lake Dorothy is a man made reservoir built to provide an auxiliary supply of water for use by the plant. When the lake was created, CAA officers felt the area had excellen potential as a picnic and recreation area.

With permission from the company, work began on th park. PPG furnished large items of equipment, and the me brought in their own picks, rakes, and hoes. Hourly and sala ried men worked side by side to build the park.

Today, Lake Dorothy Park is maintained by Pittsburgh Plat for employee recreation. The park area features picnic pa vilions, tables, individual charcoal stoves, a baseball diamond and children's playground equipment. The CAA stocks the lake annually with bass, walleyes, northern pike, and panfish.

Based on its early traditions of hourly and salaried employee participation, the CAA is jointly governed by these two groups. The board of directors is composed of an equal number of hourly and salaried employees. Officers are elected annually by the members by secret ballot. Activities are financed by revenues from bowling, vending machines, and a $4.00 per member annual dues.

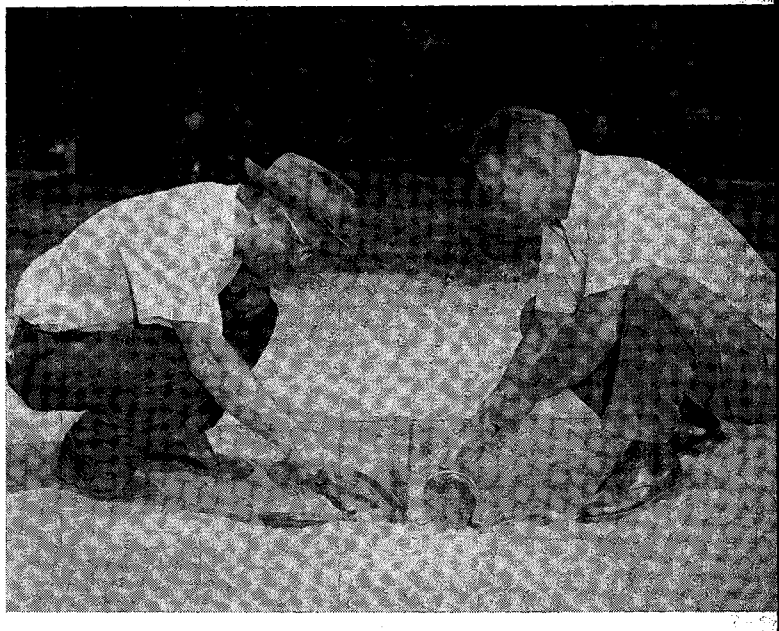
The character and scope of the Columbia Athletic Association's program have been flexible since the very beginning of the organization. Popular softball and basketball activities of the 1920's and 30's have moved aside for bowling and golf. Tennis flourished briefly in the 20's and disappeared completely from club activities.

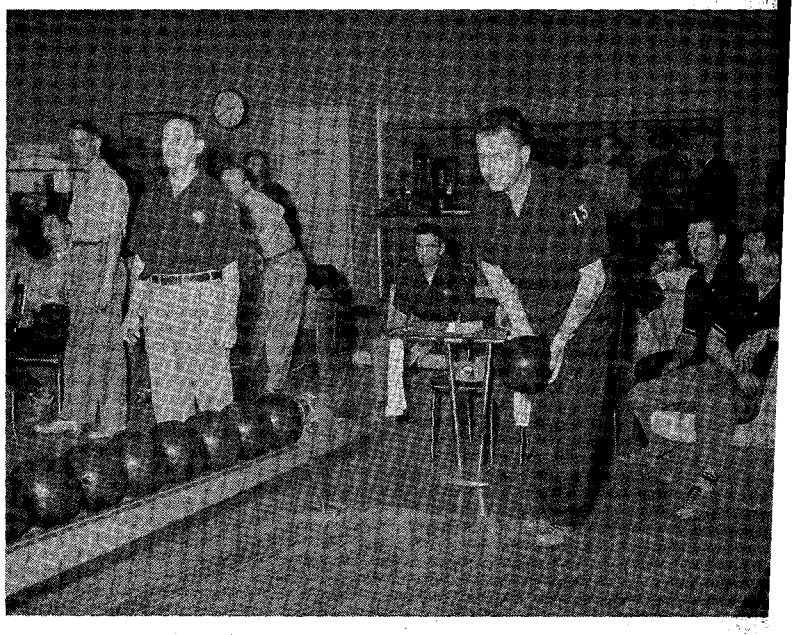
A new and steadily rising feature of the CAA is its one year old travel club. Although still in its infancy, this activity has considerable potential for the future. With European and

recreation is always in evidence at children's play area (below) e Dorothy Park. The park also makes available slides, teeter- swings, and a merry-go-round. **Top right:** Pheasant and rabbit leased each year on PPG land for employee hunting excursions. e: Besides horseshoes other facilities available to PPG employees t charge include, baseball, badminton, shuffleboard and volley- **Bottom:** Bowling is still king among Columbia Athetic Association ties. More than 600 bowl in regular league competition. PPG's tion center features eight lanes with automatic pinspotters.









awaiian tours under their belt and a series of successes in merican trips, CAA officials look to travel as one of the lead- g activities in the years ahead.

The jet age evidently hasn't affected local hunting, which ndoubtedly dates back to the days of the Delaware Indians, ho once camped on the site of the PPG plant. Hunting still nks high in popularity among CAA members. The company s made more than 500 acres of auxiliary land available to nployees for hunting.

The CAA annually stocks this land with ringneck pheasants d rabbits. There is a nominal $1.00 yearly charge to CAA embers for hunting permits. A building and range in the unting area provide facilities for skeet, trap, and bob white. he avid skeet club members also stage ham and turkey shoots the fall.

Family recreation plays a key part in the PPG program. owling features husband-wife leagues, and competition and struction for children. The bridge, dance, and boat clubs tract both husband and wife members, and children take the otlight at the Christmas party and Easter egg hunt.

Pittsburgh Plate Glass management shares employee pride d enthusiasm in its recreational program. Employee dedica- on and organizational ability has contributed much to morale d the development of valuable skills in the many employee fficers and committeemen.

With more than four decades of successful operation behind em, CAA members can only speculate on what new progress es ahead.



Young Kodak softballers admire equipment proffered by Harold Gears, left, head youth softball instructor for Kodak and Al Hauck, of KPAA staff.

KPAA Program for Rochester Area Kid

The Kodak Park Athletic Association this year begins its 21st season of sponsoring a boys' summer softball program—which like almost everything else Kodak does in Rochester—has won wide community acceptance.

The KPAA is the employee recreation organization for Kodak Park Works, largest plant of the Eastman Kodak Co., which also sponsors a wide range of recreational, social and educational activities for the 20,000 employees there.

Since its inception in 1944, more than 46,000 boys have enrolled in the nine-week softball program. Participation is open to any boy 11-15 years of age from the Rochester area, regardless of whether he is related to a Kodak employee or not. In fact there are no eligibility restrictions.

The program gets under way every year in June with a two-week period of practice and instruction in fundamentals of the game, after which each boy is placed on a team.

Talk with almost any of these boys and you are likely to learn that one of the biggest thrills of the year comes when the KPAA presents him with a bright, new jersey bearing the name of his team.

Color photographs of each team also are taken and every boy receives an 8 x 10 Kodacolor print of the picture as a souvenir.

When the league schedules are completed, each member of the winning and runner-up teams receives a trophy. The cost of the equipment, including bats, balls, masks, gloves, jerseys and trophies is borne by the KPAA.

The instruction period is followed by seven weeks of league competition. Teams are placed in leagues according to the ability of their members.

After playing half of the league season, the teams are reshuffled in the various leagues on the basis of their performance. It is felt that this method creates better balance each league and helps to hold the interest of the boys.

All league champions are invited to participate in a pos season "world series." These games are played under th lights on Kodak Park's main softball field. Parents, relative and friends of the boys fill a large portion of the 1,400 sea at these playoff games.

Last year more than 2,300 boys representing 160 team competed in 20 KPAA softball leagues. More than 1,10 games were played on eight different softball fields wher the budding sluggers clobbered 600 softballs. In 1963, KPA awarded 580 trophies to members of championship and run ner-up teams.

Joe Minella, former NIRA director who died early in 1964 was instrumental in beginning the KPAA youth softball program. Clayton Benson, a past president of the National Industrial Recreation Association and currently the director of employee activities at Kodak Park, also helped get the program underway.

The boys softball program is now headed by C. James Moyer, who succeeded Minella in 1962 as KPAA executive secretary.

Major credit for the success of the current program goes to the KPAA staff of 16 instructors headed by Harold Gears, one of the first selections for softball's "Hall of Fame" who pitched Kodak Park to two World Championships under Joe Minella.

Most of the instructors are school coaches from the area who come to Kodak Park during the summer.

Sportsmanship is stressed, according to Kodak Park officials. This year, several thousand more Rochester boys will add their names to the roster of those before them who still consider Eastman Kodak the biggest sport of all.

Genuine • Autographed

LOUISVILLE SLUGGER

BASEBALL BATS



GENUINE AUTOGRAPHED LOUISVILLE SLUGGER—POWERIZED. Turned from choice, open-air-seasoned white ash with natural finish. thentic autographed models of the twenty-four sluggers listed below comprise the No. 125 line. An assortment of not fewer than six models is aranteed to each carton of one dozen. Packed 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 26 pounds.....

ODELS:

Henry Aaron	Norm Cash	Nelson Fox	Roger Maris	Jackie Robinson
Bob Allison	Orlando Cepeda	Jim Gentile	Ed Mathews	Bill White
Ernie Banks	Roberto Clemente	Al Kaline	Bobby Richardson	Maury Wills
Yogi Berra	Rocky Colavito	Harmon Killebrew	Brooks Robinson	Carl Yastrzemski
Ken Boyer	Tommy Davis	Mickey Mantle	Frank Robinson	

5S SPECIAL AUTOGRAPHED LOUISVILLE SLUGGER—POWERIZED. (Not illustrated). Quality and finish identical to No. 125 above, ut turned to slightly smaller dimensions for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** id other teen-age players. Listed below are the autographed models in the 125S group. An assortment of not fewer than six models is guar- nteed to each carton of one dozen. Packed 4/32", 5/33", and 3/34" bats in each carton. Shipping weight, 24 pounds.....

IODELS:

Henry Aaron	Norm Cash	Nelson Fox	Mickey Mantle	Jackie Robinson
Ernie Banks	Rocky Colavito	Al Kaline	Roger Maris	Maury Wills
Yogi Berra	Tommy Davis	Harmon Killebrew	Ed Mathews	Carl Yastrzemski

3 ASH FUNGO—GENUINE LOUISVILLE SLUGGER—POWERIZED. (Not illustrated). Quality and finish identical to No. 125 above. Each arton of one dozen contains three (34") infield and nine (37" and 38") outfield fungoes. Shipping weight, 20 pounds.....



25 FLAME TEMPERED—GENUINE AUTOGRAPHED LOUISVILLE SLUGGER. Turned from choice, open-air-seasoned white ash timber. Flame empered finish, and burn branded, the same as the bats used by many prominent major league hitters. An assortment of not fewer than six nodels is guaranteed to each carton of one dozen. Single lengths (33", 34" or 35") of your choice. Shipping weight, 24 pounds.....

25S FLAME TEMPERED—SPECIAL AUTOGRAPHED LOUISVILLE SLUGGER. (Not illustrated). Quality and finish identical to 125 Flame empered above, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. An assortment of not fewer than six models is guaranteed to each carton of one dozen. All bats of one length (32", 33" or 34") of your choice. Shipping weight, 24 pounds .....



50 GRAND SLAM—Turned from select northern white ash timber, natural white finish. Patterned after the original models of the famous luggers whose names they bear. Six authentic models guaranteed to each carton of one dozen. Lengths 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 26 pounds.....

50S SPECIAL GRAND SLAM—(Not illustrated). Quality and finish identical to No. 150 above, but turned to slightly smaller dimensions or the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Six models guaranteed to each carton of one dozen. Lengths 4/32", 5/33", and 3/34" bats in carton. Shipping weight, 24 pounds.....



140S SPECIAL POWER DRIVE. Turned from fine white ash, natural white finish. Patterned after the original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Six models guaranteed to each carton of one dozen. Assorted lengths 32" to 34"; shipping weight, 24 pounds.....

H & B

LOUISVILLE SLUGGER BATS
HILLERICH & BRADSBY CO.
LOUISVILLE, KY.

BASEBALL BATS



14W SAFE HIT. Finished in natural ash white and supplied in an assortment of famous sluggers' models in each carton of one dozen. Assorted lengths from 33" to 35"; shipping weight, 26 pounds..... **Each $2**



11B BIG LEAGUER. Black finish with white tape grip. An assortment of famous sluggers' models in each carton of one dozen. Lengths range from 32" to 35"; shipping weight, 26 pounds..... **Each $2.3**



130S SPECIAL SAFE HIT. Turned from ash, with rich dark maroon finish and natural white handle. Patterned after original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Six models guaranteed to the carton of one dozen, assorted lengths 32" to 34"; shipping weight, 24 pounds..... **Each $2.30**



9 LEADER. Natural finish. Assorted famous sluggers' models. Assorted lengths, from 32" to 35"; shipping weight, 26 pounds..... **Each $1.80**

DISPLAY ASSORTMENT

BASEBALL • LITTLE LEAGUE • SOFTBALL

LOUISVILLE NO. 500 BAT ASSORTMENT

with 18 Bats
is shipped with a hard hitting
FLOOR DISPLAY CARTON

Contains:

6 BASEBALL BATS —
One each of models
125 Flame Tempered,
125S Flame Tempered
150S, 140S, 130S and 9.

4 SOFTBALL BATS —
One each of models
100W, 54, 52H and 50.

8 LITTLE LEAGUE BATS —
Two each of models
125LL, 125J and J2.
One each of models
125BB and JL.

All these bats are illustrated under their proper numbers elsewhere; shipping weight, 35 pounds per unit **$51.95**



JUNIOR BATS

ROVED

Little League

PERFORMANCE MAKES THEM FAMOUS

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co LOUISVILLE, KY.



GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Large-size junior bat. Turned from select, air-seasoned white ash and hickory. Bats in each carton of one dozen are natural white finish. Autographs of **Henry Aaron, Nelson Al Kaline, Mickey Mantle, Roger Maris,** and **Ed Mathews.** Packed 1/28", 3/29", 4/30", 3/31", and 1/32" bats in each carton. ing weight, 21 pounds ..... **Each $3.80**



L FLAME TEMPERED — GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Same as the No. 125LL described above pt that it has the FLAME TEMPERED finish. Autographs of **Henry Aaron, Nelson Fox, Al Kaline, Mickey Mantle, Roger Maris,** and **Mathews.** One dozen in carton. All bats of one length (28", 29", 30", 31", or 32") of your choice. Shipping weight, 21 pounds..... ..... **Each $3.80**



25BB GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Large-size junior bat. Assorted finishes, Red, lue, and Green (4 of each color to the dozen). White tape grip. Autographs of **Henry Aaron, Nelson Fox, Al Kaline, Mickey antle, Roger Maris,** and **Ed Mathews.** One dozen in carton. All bats of one length (28", 29", 30", 31", or 32") of your choice. Shipping eight, 21 pounds..... **Each $3.30**



25J GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Medium-size junior bat. Turned from select pen-air-seasoned ash. Approximately half of the 125J bats have natural finish as shown above; the other half have an ebony finish. Auto- graphs of **Ernie Banks, Tommy Davis, Harmon Killebrew, Mickey Mantle, Roger Maris** and **Ed Mathews.** Lengths, 1/28", 3/29", 4/30", 3/31" and 1/32". Shipping weight, 20 pounds..... **Each $2.85**



JL LITTLE LEAGUE "*It's a Louisville.*" Large size junior bat with two-tone black barrel and white handle finish. Each bat contains the name of one of these famous hitters: **Henry Aaron, Nelson Fox, Al Kaline, Mickey Mantle, Roger Maris,** and **Ed Mathews.** One dozen in carton, 28" to 32" lengths. Shipping weight, 20 pounds..... **Each $2.30**



J2 LITTLE LEAGUE. Large-size junior bat. Natural finish. Each bat branded with name of one of these famous hitters: **Henry Aaron, Nelson Fox, Al Kaline, Mickey Mantle, Roger Maris,** and **Ed Mathews.** One dozen in carton, 28" to 32" lengths. Shipping weight, 20 pounds..... **Each $1.85**



25K GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Small-size junior bat. Natural finish. Each bat contains the genuine autograph of one of these famous sluggers: **Henry Aaron, Al Kaline, Mickey Mantle,** and **Ed Mathews.** One dozen in carton, 28" length only. Shipping weight, 15 pounds..... **Each $1.70**

LOUISVILLE SLUGGER

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co LOUISVILLE, KY.

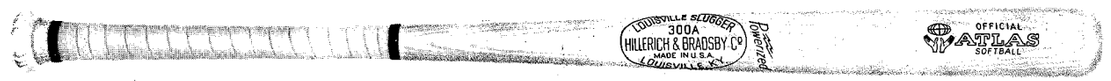
SOFTBALL BATS



125Y LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT. For the consistent hitter, a small-barreled bat with gradual taper to small grip. Finest selection of second-growth ash and/or hickory; antique finish. One dozen to carton, 6/33" and 6/34"; shipping weight, 22 pounds....**Each $3.70**



125V LOUISVILLE SLUGGER "ORBIT" OFFICIAL SOFTBALL BAT. For strong hitters — a new bottle-shaped model, only recently designed, with a long, large barrel (2¼" in diameter) that tapers down abruptly to a medium handle. White ash with natural finish. White tape grip. One dozen in carton, 4/32", 4/33", and 4/34". Shipping weight, 25 pounds ..... **Each $3.70**



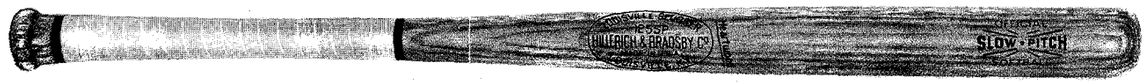
300A LOUISVILLE SLUGGER "ATLAS" OFFICIAL "POWERIZED" SOFTBALL BAT. Ash and/or hickory timber finished in natural white. Large barrel (new maximum size — 2¼" in diameter). White tape grip. Packed one dozen to carton, 6/32" and 6/33". Shipping weight 22 pounds ..... **Each $3.70**



250GS LOUISVILLE SLUGGER "GRAND SLAMMER" OFFICIAL SOFTBALL BAT. For the power hitter who wants to put plenty of wood on the ball. Popularly described as the "Potato Masher" design. Large and very long barrel (2⅛" in diameter) tapering abruptly to handle. Natural finish, ash. White tape grip. Packed one dozen to carton. 6/33" and 6/34". Shipping weight 28 pounds..... **Each $3.70**



300B LOUISVILLE SLUGGER "THOR" OFFICIAL "FLAME TEMPERED" SOFTBALL BAT. Turned from quality ash and/or hickory, flame tempered finish. Large barrel (new maximum size — 2¼" in diameter), white tape grip. Packed one dozen assorted models to carton (4/32", 4/33", and 4/34"). Shipping weight 22 pounds..... **Each $3.50**



125SP LOUISVILLE SLUGGER "SLOW-PITCH" SOFTBALL BAT — ASSORTED OFFICIAL MODELS. Designed for the rapidly expanding game of slow-pitch softball and the more experienced player preferring a bat with more hett. Antique finish ash and/or hickory. One dozen in carton, 6/33" and 6/34"; shipping weight, 26 pounds..... **Each $3.50**



125W LOUISVILLE SLUGGER "SPEED SWING" OFFICIAL SOFTBALL BAT — POWERIZED. Assortment of popular models packed in carton of one dozen. Turned from select ash and/or hickory. Finished in natural ash white. Lengths, 6/33" and 6/34"; shipping weight, 22 pounds..**Each $3.50**



125B LOUISVILLE SLUGGER "METEOR" OFFICIAL SOFTBALL BAT — POWERIZED. A splendid assortment of models that will meet requirements of the various types of hitters. Turned from select ash and/or hickory; maroon finish. One dozen in carton, 6/33" and 6/34", shipping weight, 22 pounds..... **Each $3.50**



250B LOUISVILLE SLUGGER "ROCKET" SOFTBALL BAT — ASSORTED OFFICIAL MODELS. A splendid variety of models — answers full team requirements. Turned from select ash and/or hickory; ebony finish. One dozen in carton, 6/33" and 6/34"; shipping weight, 23 pounds. **Each $3.50**

SOFTBALL BATS



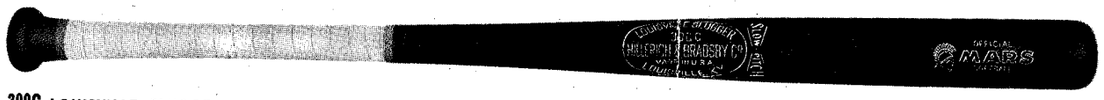
125L LOUISVILLE SLUGGER "VENUS" OFFICIAL SOFTBALL BAT — POWERIZED. For girl hitters. A small-barreled bat with gradual taper to a small grip. Natural white finish northern white ash. One dozen in carton, 33" length; shipping weight, 20 pounds.....



102 LOUISVILLE SLUGGER "SWING KING" OFFICIAL SOFTBALL BAT. Assorted popular softball models of first quality ash and/or hickory. Oil Tempered and finished in saddle brown. Packed one dozen to carton, 6/33" and 6/34"; shipping weight, 23 pounds.....



100W LOUISVILLE SLUGGER "DART" OFFICIAL SOFTBALL BAT. Assorted popular softball models. Turned from high quality ash and/or hilckory. Natural white finish and Oil Tempered. One dozen in carton, 6/33" and 6/34"; shipping weight, 22 pounds.....



300C LOUISVILLE SLUGGER "MARS" OFFICIAL "SLOW-PITCH" SOFTBALL BAT. Ash and/or hickory finished in ebony. White tape grip. (New maximum size — 2¼" in diameter). Packed one dozen to carton 6/32" and 6/33". Shipping weight 22 pounds.....



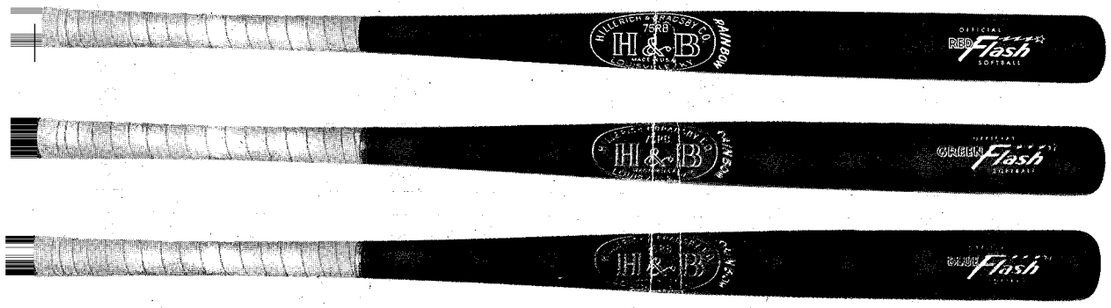
56 It's a Louisville "TITANTIC" OFFICIAL SOFTBALL BAT. Natural finish. Ash and/or hickory. Green zapon grip. One dozen assorted models in carton, 33" and 34" lengths; shipping weight, 22 pounds.....



54 It's a Louisville "JET POWER" OFFICIAL SOFTBALL BAT. Assorted models turned from ash and/or hickory. Brown finish and black zapon grip. One dozen in carton, 6/33" and 6/34"; shipping weight, 23 pounds .....

75 RB RAINBOW ASSORTMENT

75RB H & B RAINBOW ASSORTMENT OF "RED FLASH," "GREEN FLASH" AND "BLUE FLASH" SOFTBALL BATS. An assortment of softball models finished in bright red, green and blue with gold branding. Solid white tape grip. Four bats of each finish to each carton of one dozen, 6/31" and 6/32" lengths; shipping weight, 23 pounds.....



SOFTBALL BATS



54L *It's a Louisville* "SWATTER" OFFICIAL GIRLS' MODEL. Natural white finish ash with blue zapon grip. One dozen in carton, 33" length; shipping weight, 21 pounds.....



52H "RANGER" OFFICIAL SOFTBALL BAT. Turned from ash and/or hickory and finished in ebony. One dozen assorted models to carton, 33" and 34" lengths; shipping weight, 23 pounds.....



51H "TRU-HIT" OFFICIAL SOFTBALL BAT. Turned from ash and/or hickory; maroon finish and gray zapon grip. Assorted models. One dozen to carton, 33" and 34" lengths; shipping weight, 23 pounds.....



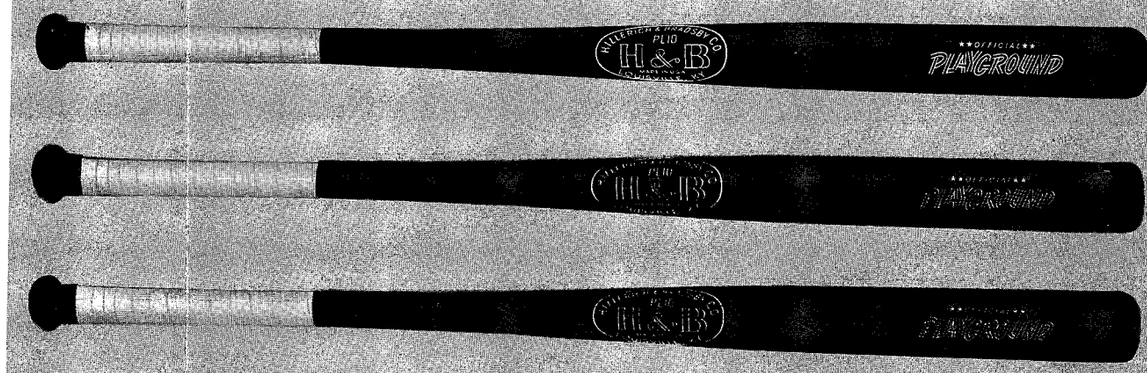
50 "WALLOPER" OFFICIAL SOFTBALL BAT. Brown finish. One dozen assorted models to carton, 33" and 34" lengths; shipping weight, 23 pounds .....

RECREATION AND PLAYGROUND BATS

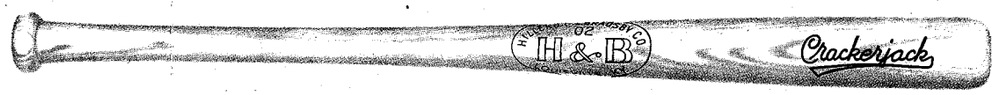
These newly developed models were specially designed to fill the need for all-purpose bats in Recreation and Playground play.



RC5 LOUISVILLE SLUGGER OFFICIAL "RECREATION" BAT. Natural ash finish. Blue foil branding. White tape grip. One dozen in carton. All bats single length (28", 29", 30", 31", or 32") of your choice. Shipping weight, 20 pounds .....



PL10 OFFICIAL PLAYGROUND BAT. An assortment finished in Red, Blue, and Green (4 of each color to the dozen) with gold foil branding. White tape grip. One dozen in carton — assorted models only, 28" to 32". Shipping weight, 20 pounds.....

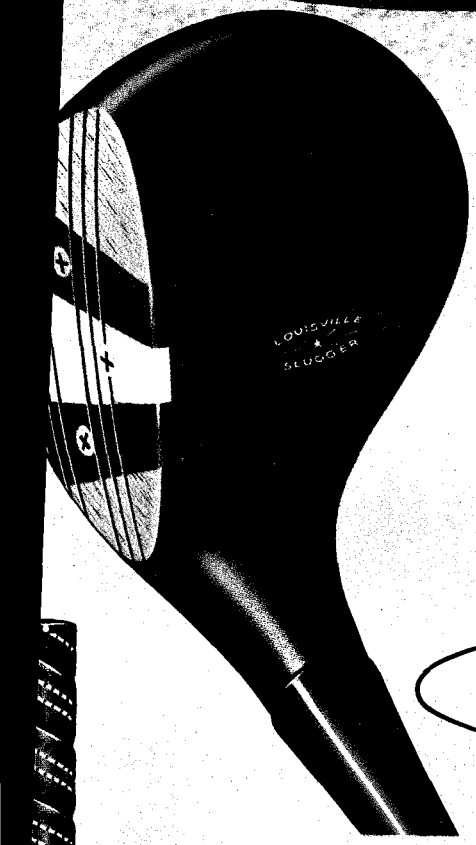


02 CRACKERJACK BAT. Small boy's bat. Golden finish, burn branded. Three dozen in carton, 28" length only. Shipping weight, 45 pounds .....

On Softball as in Baseball... One Trademark stands Supreme

H ★ B

GOLF CLUBS for '64



LOUISVILLE SLUGGER
Model 125 and Model 125R WOODS

Designed to proudly carry on the trade name renowned in the sports world since 1884, LOUISVILLE SLUGGER woods are the ultimate in beautiful finish, precision craftsmanship and smooth playability. You can put your playing confidence in this exceptional club with its genuine air-seasoned solid persimmon head finished in handsome ebony. The natural face shows the fine wood graining at its best. The two-color red and white keystone fiber face insert is of the newly-designed wide size. Shaft is famous ATLAS pattern, chrome-plated, standard flex. Choice of grips—handsome black RIB GUIDE embossed leather, spiral grooved, red spiral stripe with gold stitching or H & B black RIB GUIDE rubber grip with gold indentations.

LEFT-HAND also available in Model 125 as described above. Model 125 also available in 44" length with ATLAS stiff shaft and slightly over-size grip. Right-hand or left-hand at no extra charge.

Set—Wood Nos. 1, 2, 3, 4 . . . . . $106.00
Individual Clubs (Including No. 5 wood) . . . . . $ 26.50

LOUISVILLE ★ SLUGGER



LOUISVILLE SLUGGER
Model 12564 and Model 12564R IRONS

Levelume-Plated Heads

Craftsmanship, precise design and functional beauty combine to make this LOUISVILLE SLUGGER iron worthy of the famous name in sports it bears. Head is up-to-date version of the play-proven Scotch-type design. The eye-catching style of the back is contemporary concept of the famous oval, fashioned to place the weight directly behind the ball for more accuracy and greater distance. It is powerful looking. Plated with LEVELUME—the latest in high nickel-content decorative surface for practical attractiveness and day-in and day-out durability and resistance to corrosion. High quality ATLAS shaft, chrome-plated, standard flex for faithful transmission of power from player to ball. Choice of grips—finest black RIB GUIDE embossed leather, spiral grooved, red spiral stripe with gold stitching or H & B RIB GUIDE black rubber grip with gold indentations.

LEFT-HAND also available in Model 12564 as described above. Model 12564 also available in 39½" length with ATLAS stiff shaft and slightly over-size grip—right-hand or left-hand at no extra charge.

Set—Nos. 2 thru 9 and putter $180.00
Individual clubs (including pitching wedge and wedge) . . . . . $ 20.00

All sets of LOUISVILLE SLUGGER clubs are matched for swing weight and all other specifications.



PRICES HEREIN CONTAINED ARE SUGGESTED PRICES ONLY AND ARE NOT BINDING UPON ANY PERSON.



Several Members of the HILLERICH & BRADSBY Professional Panel



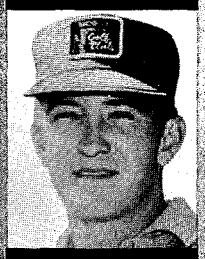
Bobby Nichols



Miller Barber



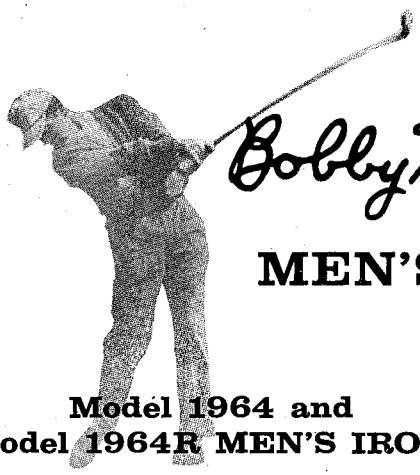
Gay Brewer



Frank Boynton



Patsy Hahn



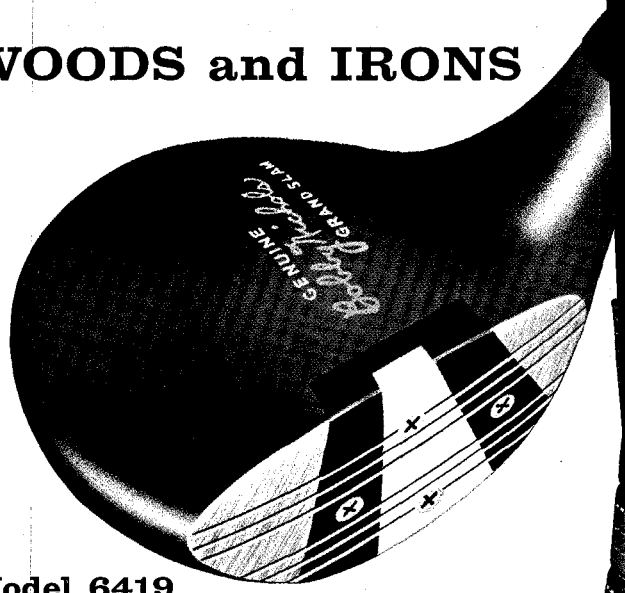
Bobby Nichols GRAND SLAM

MEN'S WOODS and IRONS

Model 1964 and Model 1964R MEN'S IRONS

Levelume-Plated Heads

Craftsmanship and playability features to inspire the golfer to lower scores, characterize this genuine autographed BOBBY NICHOLS GRAND SLAM iron. Back design is reverse double flange to place the weight directly behind the ball for added distance. LEVELUME-plated for highest degree of attractiveness and durability. Standard flex shaft is H & B THOR pattern known for its faithful transfer of power to the ball. Embossed brown RIB GUIDE spiral grooved leather grip with black spiral stripe and gold stitching or Golf Pride Trophy black rubber with gold indentations.
RIGHT-HAND ONLY.
Set—Nos. 2 thru 9 and putter $117.00
Individual clubs (including pitching wedge and wedge) . . . . . $ 13.00





Model 6419 and Model 6419R MEN'S WOODS

Solid Persimmon Heads

In the tradition of H & B's famous GRAND SLAM name, this wood with the autograph of BOBBY NICHOLS, outstanding tournament-playing professional and a member of H & B's Golf Advisory staff, exemplifies more than four and a half decades of fine clubmaking experience. The selected, air-seasoned genuine persimmon head with its deep face and pleasing Fruitwood finish is beauty to behold. Face insert of fiber is newly-designed wide size black keystone with white inlay. THOR chrome shaft, standard flex. Both RIB GUIDE grips offer coordination of color: fine brown embossed leather, spiral grooved, with black spiral stripe and gold stitching or Golf Pride Trophy black rubber with gold indentations.
Both models RIGHT-HAND ONLY.
Set—Nos. 1, 2, 3, 4 . . . . . $80.00
Individual Clubs (Including No. 5 wood) $20.00

Bobby Nichols LOUISVILLE MEN'S WOODS and IRONS

Levelume-Plated Heads



Model 8263R MEN'S IRONS

Genuine autographed BOBBY NICHOLS LOUISVILLE iron for the golfer who wants eye-catching beauty and craftsmanship for a moderate investment. Durable LEVELUME-plated chrome steel head has modern flange back. Shaft is popular MARS medium flex. Golf Pride Victory white rubber grip with blue indentations.
ALSO AVAILABLE IN LEFT-HAND. (Except no pitching wedge available in left-hand model.)
Set—Nos. 2 thru 9 and putter* $85.50
Individual Clubs (including pitching wedge—right-hand only—and wedge) . . . . . $ 9.50
**Putter to match Model 8263R is new "Louisville Lou" BN, a two-way putter—LEVELUME-plated satin finish "rocker" blade with chrome shaft and Golf Pride Victory white rubber grip with blue indentations.*

Model 3263R MEN'S WOODS *Solid Persimmon Heads*

Good looks and playability without comparison at a moderate price. Genuine autographed BOBBY NICHOLS LOUISVILLE wood has selected air-seasoned persimmon head of medium depth, finished in rich mahogany. Natural face with contrasting black and red fiber insert for attractive appearance. Just right swing feel in MARS medium flex chrome shaft. White Golf Pride Victory rubber grip with blue indentations.
ALSO AVAILABLE IN LEFT-HAND.
Set—Nos. 1, 2, 3, 4 . . . . . $52.00
Individual Clubs (Including No. 5 wood) $13.00

onized® • All Wood Heads of the H & B Line sonized—A marvelous stabilizing process that resists e and prevents swelling or shrinkage.

Patsy Hahn GRAND SLAM

LADIES' WOODS and IRONS



Solid Persimmon Heads

odel 6764 ADIES' IRONS

Levelume-Plated Heads

he lady golfer who seeks the winning bination of functional beauty and easy ability in her golf irons. The attractive gn of the head is modern double ge. Head is LEVELUME-plated for pro- ion against pitting and corrosion from nful chemicals in the atmosphere or he course. Ladies' flex THOR shaft for and balance close to perfection. Grip inest quality embossed leather, spiral oved in lovely brown with black spiral gold stitching.
O AVAILABLE IN LEFT-HAND.
—Nos. 2 thru 9 and putter $117.00
ividual Clubs (including pitching wedge and wedge) . . $ 13.00

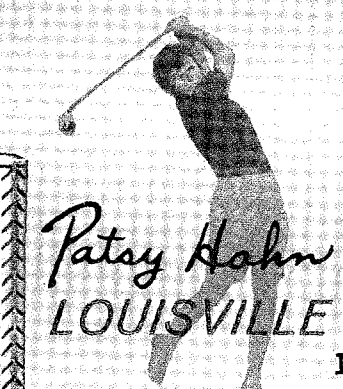
Model 67 LADIES' WOODS

Features and style to delight the lady golfer make up this splendid wood club, autographed by H & B's outstanding tournament-playing proette. It provides traditional GRAND SLAM craftsmanship and beauty. Head is medium deep, air-seasoned, genuine persimmon finished in a glistening Fruitwood. Newly-designed, wide size black and white fiber face insert adds eye-pleasing contrast. Ladies' flex THOR shaft, ideally fitted to the style and requirements of women golfers. Handsome brown embossed leather RIB GUIDE grip, spiral grooved, with black spiral and gold stitching.
ALSO AVAILABLE IN LEFT-HAND.
Set—Nos. 1, 2, 3, 4 . . . . . $80.00
Individual Clubs (Including No. 5 wood) $20.00

***GISTER NUMBERS ON WOOD CLUBS** • e register numbers on the soles of ood clubs signify the weight, length, d model. Reading from right to left, e first two digits indicate the weight, e third and fourth digits indicate ngth and the remaining digits ometimes two and sometimes three) present the model number.*

***LEVELUME—THE ULTIMATE IN NICKEL-CHROMIUM PLATING** • All H & B iron clubs are plated with LEVELUME. This embraces the latest concept in what is popularly known as chrome. A heavy layer of nickel applied prior to the chromium finish insures a permanent attractiveness and protection. LEVELUME is handsome and eye-catching. It resists corrosion and pitting from harmful chemicals in the atmosphere or on the course. There is no finer plating for golf clubs.*

***RIB GUIDE GRIPS** • The grips of all H & B woods and irons have the popular RIB GUIDE built in. This very useful feature—a rib that runs down the back of the grip—has a comfortable feel and helps to guide the hands and fingers into proper gripping position.*



Patsy Hahn LOUISVILLE

LADIES' WOODS and IRONS

Levelume Plated Heads



Model 6564R LADIES' IRONS

This moderately priced genuine PATSY HAHN autographed iron provides the lady golfer with an attractive and durable club. Modern flange back head is LEVELUME-plated for protection against pitting and corrosion. Ladies' flex MARS shaft. Golf Pride Victory white rubber grip with blue indentations. RIGHT-HAND ONLY.
Set—Nos. 2 thru 9 and putter* $85.50
Individual Clubs (including wedge) . . . . . $ 9.50

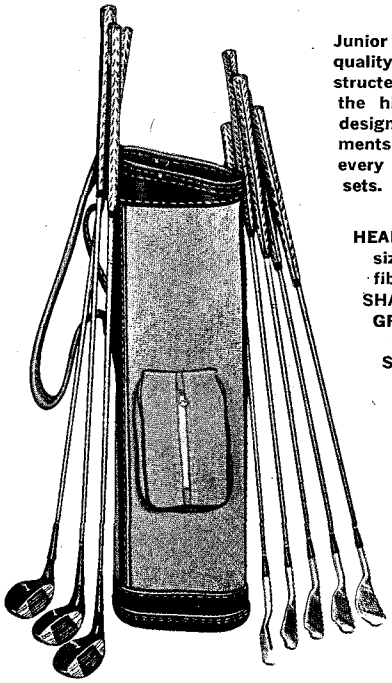
**Putter to match Model 6564R is new "Louisville Lou" 65L, a two-way putter—LEVELUME-plated satin finish "rocker" blade. Chrome shaft and Golf Pride Victory rubber grip with blue indentations.*

Model 65R LADIES' WOODS

Genuine Persimmon Heads

Genuine PATSY HAHN autographed wood, moderately priced, has smart mahogany finished genuine persimmon head. Finish shows off the subtle graining of the wood in attractive manner. Black and red fiber face insert. Ladies' flex MARS shaft for easy playability. White Golf Pride Victory grip with blue indentations to complement the appeal of this attractive club.
RIGHT-HAND ONLY.
Set—Nos. 1, 2, 3, 4 . . . . . $52.00
Individual Clubs (including No. 5 wood) $13.00

JUNIOR GRAND SLAMS



Junior Grand Slam Golf Clubs are of H & B quality throughout and are sturdily constructed by the same craftsmen who make the highest priced models. Specifically designed to meet the particular requirements of young golfers, these clubs offer every advantage of the finest matched sets. RIGHT-HAND only.

JUNIOR WOODS

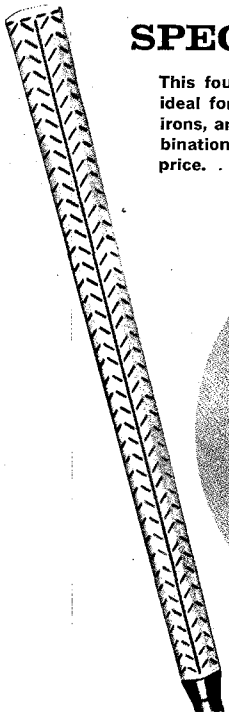
HEAD — Genuine Persimmon, medium-sized, finished in fruitwood with black fiber keystone insert.
SHAFT—Special with junior flex.
GRIP — White rubber with RIB GUIDE feature.
SET — No. 1 Wood 39", No. 2 Wood 38½", No. 3 Wood 38" $39.00
Individual clubs $13.00

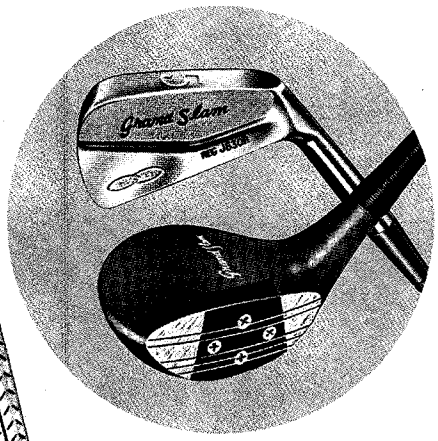
JUNIOR IRONS

HEAD — Forged steel with bright LEVELUME chrome plating. Pyramid flange back.
SHAFT — Special, with junior flex.
GRIP — White rubber with RIB GUIDE feature.
SET — No. 3—35", No. 5—34", No. 7—33", No. 9—32½", and putter 31½" $45.00
Individual clubs . . . . . $ 9.00

SPECIAL JUNIOR OUTF

This four-club—plus bag—special Grand Slam junior o ideal for the young. Consists of a No. 2 Wood, Nos. 3 irons, and putter in a tough canvas, ribbed bag. No othe bination of junior clubs is available in this outfit at this s price. . . . . .





AUXILIARY CLUBS

SUPER CLEEK (No. 5 Wood) — All wood models (except Juniors) in the 1964 H & B Golf Club line have a No. 5 Wood (super cleek). Check prices and description in the model desired.

CHIPPER—This handy approach iron was designed expressly for run-up shots. Same length as putter, has up-right lie and slightly lofted face. Flange sole head with shallow blade. LEVELUME nickel chrome-plated. THOR shaft. RIB GUIDE red leather grip. $13.00

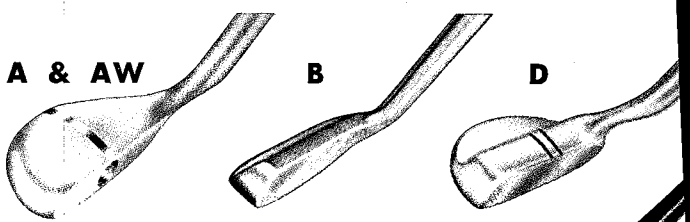
UTILITY CHIPPER—Precision Crafted LEVELUME-plated head with sand-blast scored face area. THOR pattern shaft, with fine quality leather grip. $13.00

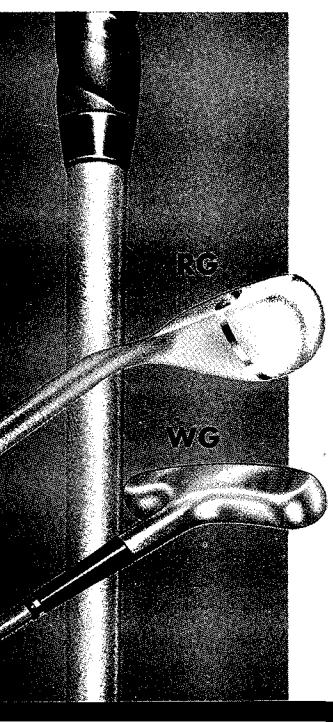
PITCHING WEDGE—All iron models (except Juniors, Model 8263R LEFT-HAND, and model 6564R) in the 1964 H & B Golf Club line have a pitching wedge. Check prices and description in model desired.

No. 1 irons are available in Louisville Slugger Models 12564, 12564R, 12564 in 39½" length with stiff shaft (left-hand only). Bobby Nichols Grand Slam Models 1964 (right-hand only) and 1964R (right-hand only).



***CLUB LENGTHS** • Men's woods based on 43" No. 1 wood. Ladies' woods are based on 41½" No. 1 wood. Men's irons match 38½" No. 2 iron. Ladies' irons match 37½" No. 2 iron.*





SPECIAL PUTTERS

MODEL A PUTTER—Aluminum mallet-type head of shallow depth—offset neck. Satin finish with bright sweet spot on face and bright guide line across top. Equipped with black GRIP RITE rubber grip, flat on top side. Right-hand only $13.00

MODEL AW PUTTER—Same head style as Model A. Shaft of antique-finished, choice-quality hickory—long distinguished for its fine feel. $13.00

MODEL B PUTTER—Bronze head with shallow blade. Wide, beveled, top edge. Very long hozel. Fancy perforated, spiral grooved, RIB GUIDE leather grip, fat on top side. Right-hand only. $13.00

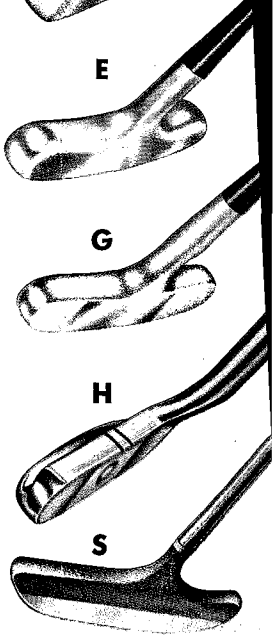
MODEL D PUTTER—Forged from brass but with satin chrome finish. Mallet-type head of shallow depth with extreme gooseneck. Fancy perforated RIB GUIDE leather grip, spiral grooved, flat on top side. Right-hand only. $13.00

MODEL E PUTTER—Brass head with shallow, thick, two-way "rocker" blade for right- or left-handed golfers. Equipped with rubber GOLF PRIDE pistol-style grip, flat on top side. $13.00

MODEL G PUTTER—Forged steel head with shallow, thick, two-way, "rocker" blade for right- or left-handed golfers. Satin LEVELUME nickel chrome plating. Equipped with a GRIP RITE rubber grip, flat on top side. $13.00

MODEL H PUTTER—Forged steel head with LEVELUME nickel chrome plating. Shallow thick blade with wide top edge and very wide flange sole; gooseneck. Leather RIB GUIDE grip, fancy perforated with spiral grooving—flat on top side. Right-hand only. . . . $13.00

MODEL S PUTTER—Newly designed "two-way", medium deep "rocker" type chrome finished head. Flared tip satin chrome shaft. Black rubber grip with white indentations. Flat on top side. $13.00



GLASS SHAFT PUTTERS

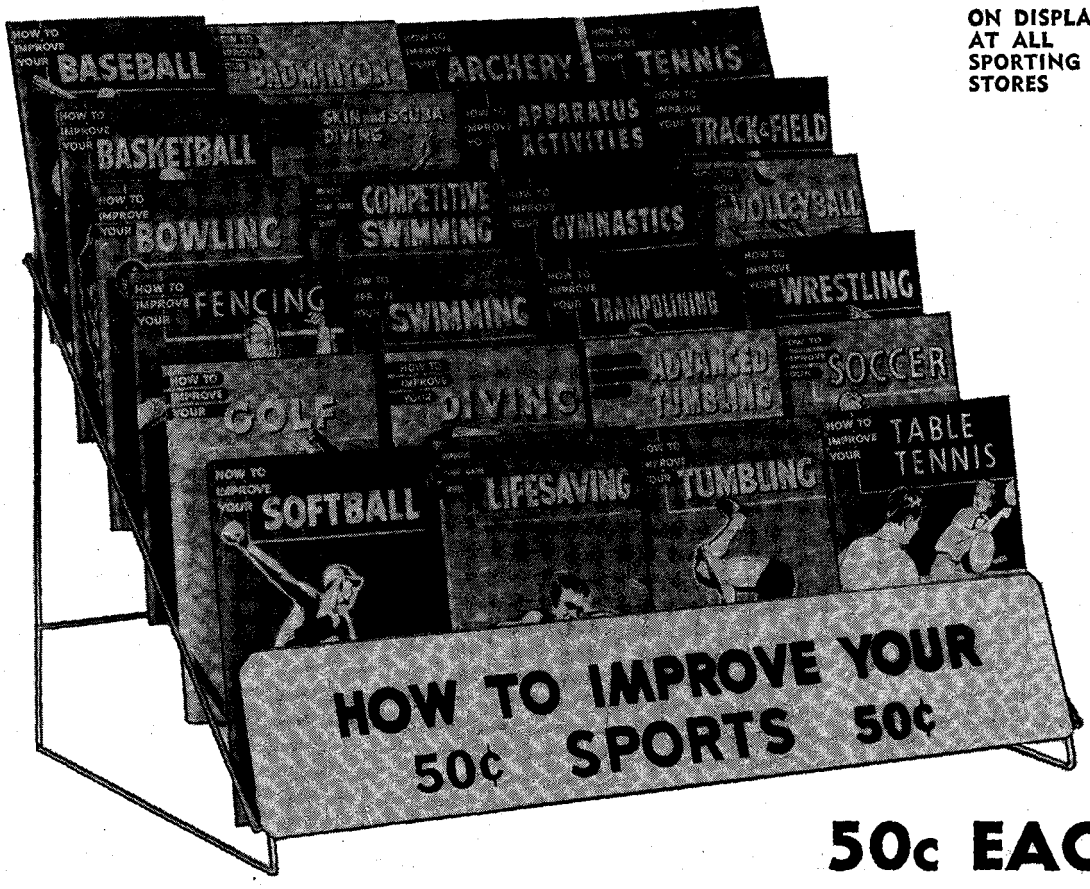
MODEL WG—See description of Model E. Same except for the TRU-GLASS shaft and GRIP RITE rubber grip. $14.00

MODEL RG—See description of Model A. Same except for TRU-GLASS shaft and pistol-type, white rubber grip. $14.00

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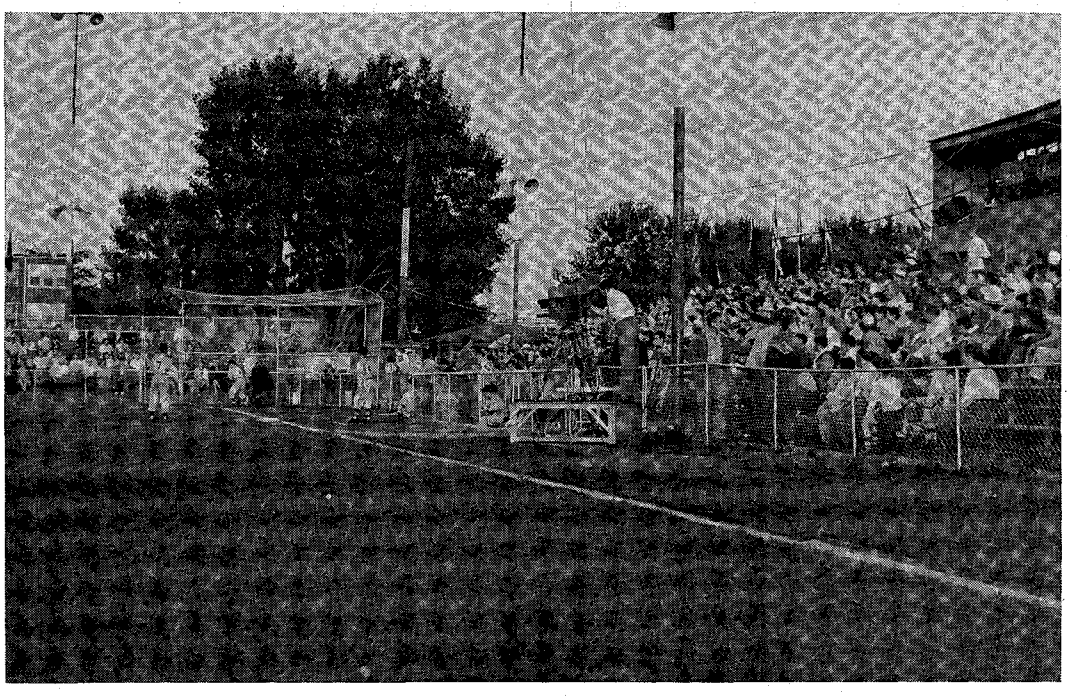
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How to Prepare a Field For Bo

Baseball for boys, whether under the auspices of the Little League, Babe Ruth League, Pony League or other group, can be an excellent means for companies to expand the benefits of their recreation programs to include healthy spring and summer athletic activities for children of employees.

The diagrams and specifications on these pages have been excerpted from NIRA's *Standard Sports Areas,* a condensed ready-reference booklet containing the dimensions and spe fications for all the sports areas commonly found in ind trial, community, and scholastic athletic programs.

The specifications below for laying out the field of pl do not vary for different age groups of boys, *with the e ception of points A and B.* See diagrams for clarification field measurements for boys in the 13-14 and 15-16 cat gories.

Youth Baseball: The Playing Field

The playing field shall be laid out in agreement with the measurements indicated on the accompanying diagrams.

A. The distance between all bases shall be sixty (60') feet.

B. The distance between the point of home plate and front side of pitcher's plate shall be forty-six (46') feet.

C. The Batter's Box shall be rectangular, five (5') feet by two feet six inches (2' 6"). It shall be centered to home plate, the inside line being four (4") inches from the side of home plate.

D. The Pitcher's Mound shall be raised by a gradual slope to a height of six (6") inches above the level of home plate and the base paths.

E. Home plate shall be seventeen (17") inches long on the edge nearest the pitcher's mound and shall be seventeen (17") inches from this side to the back point. The two sides shall be eight and one-half (8 ½") inches long before they angle to the back point.

F. The Pitcher's Rubber shall be four (4") inches b eighteen (18") inches.

G. The Bases shall be fourteen (14") inches square an not more than two and one-fourth (2 ¼") inches high.

H. The Coacher's Boxes shall be four (4') feet by eigh (8') feet and shall be not closer than six (6') feet from th base lines. (Refer to diagram of playing field).

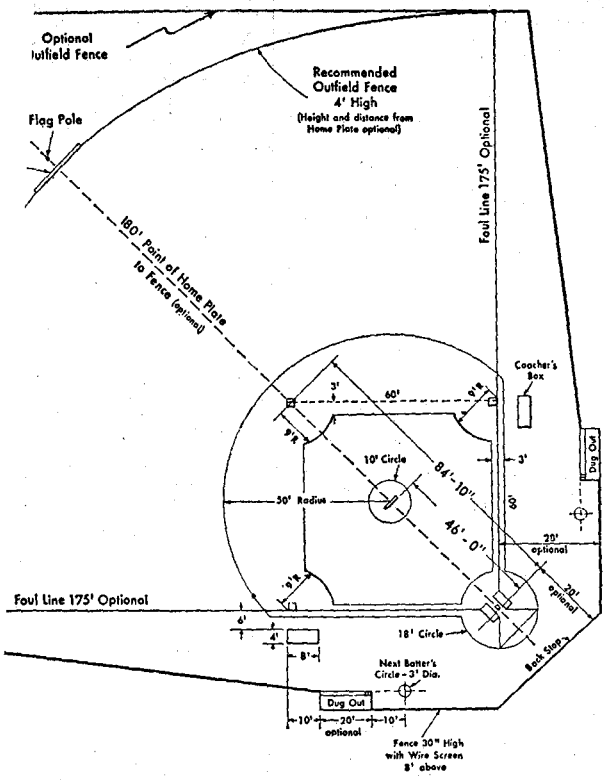
I. The Catcher's Box extends approximately six (6') fee four and three-eights (4 ⅜") inches to the rear of Home Plate. It is determined by extending the foul lines nine (9') feet.

Home Plate and the Pitcher's Rubber shall be of white rubber anchored in the ground even with its surface.

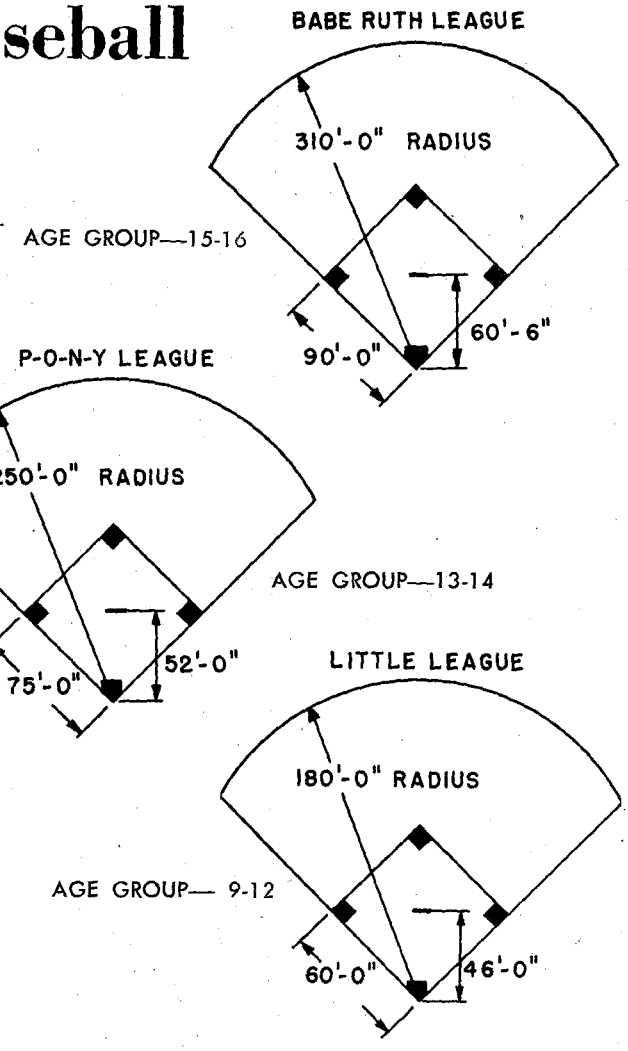
First, Second and Third Bases shall be of white canvas securely anchored in the ground. They shall be filled with a soft material.

All playing lines, including extensions of foul lines on fences, shall be clearly marked with chalk, or other white material.

Recommended distance to fence shall be not less than 175' at any point.



seball



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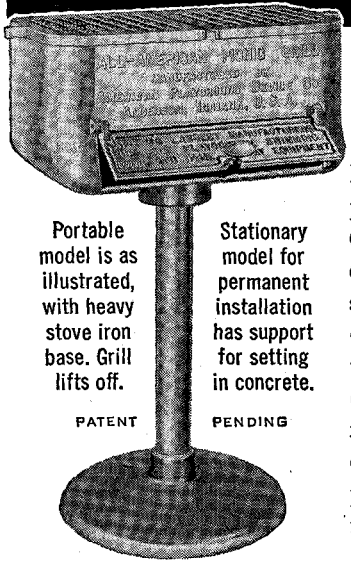
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PICNIC GRILLS



Portable model is as illustrated, with heavy stove iron base. Grill lifts off.

Stationary model for permanent installation has support for setting in concrete.

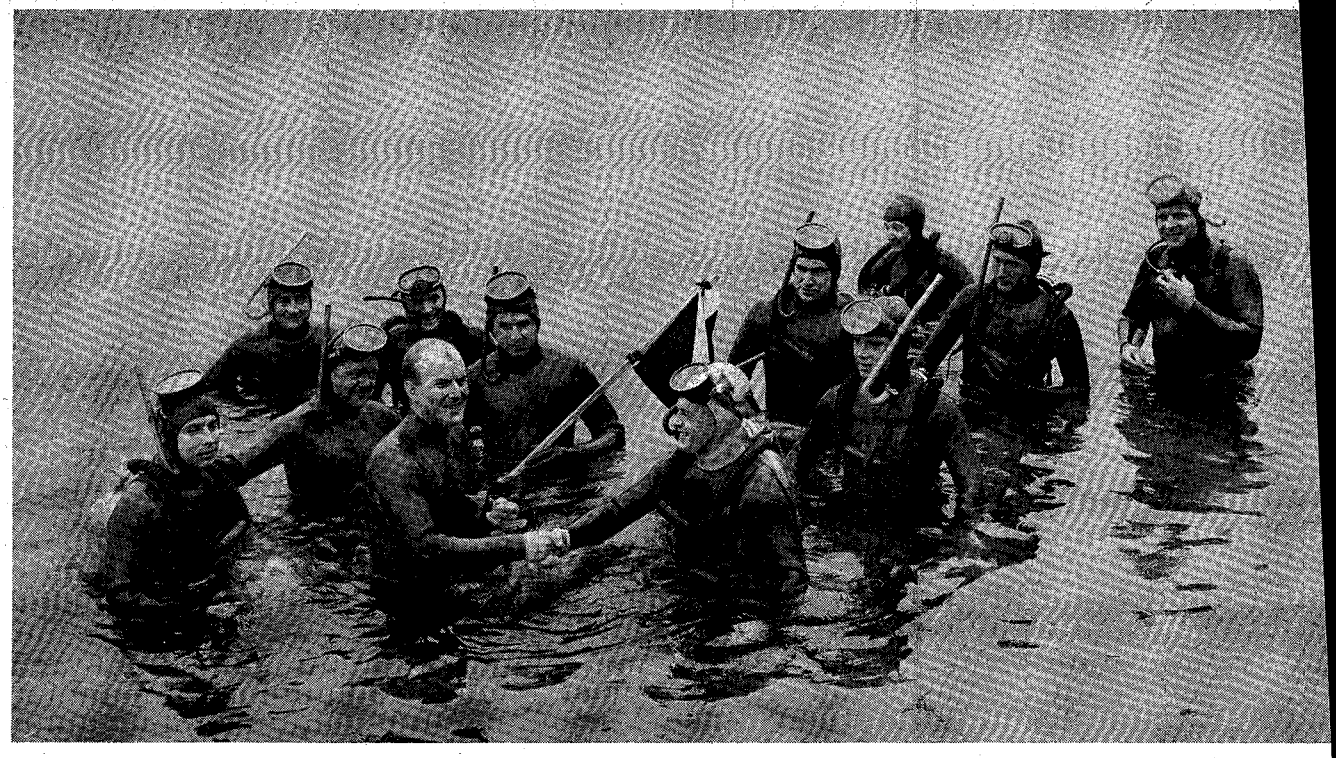
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Like the diving club of General Dynamics/Astronautics Recreation Association, the Boeing ployees' Skin Diving Club, whose members are pictured above, is a growing, active gr Currently the largest diving club in the Seattle area, its members chalked up impressive tories in recent national competition.

SCUBA Catches on in Industry

SCUBA, a form of pleasure diving which has attracted more than a million Americans since its emergence as a "sport for the masses," has a large following among NIRA-represented employees.

Because diving involves entry into an alien world in which man is not designed to live, professional training and a great deal of practice are necessary before divers are ready to enjoy the sport in complete safety.

Company recreation officials have been conscious of the need to provide instruction, and volunteers who serve as members of community "search and rescue" teams are often found within the company. Besides serving as instructors, these men usually form the nucleus of the company SCUBA club.

One company whose SCUBA contingent is particularly active is General Dynamics/Astronautics, San Diego, Calif. California diving enthusiasts are luckier than most, especially if they live on the southern coast.

There are few days in Southern California when the SCUB'-ists can't dive. Even in winter a "wet" suit is sufficient to get the diver down among the floating fronds. For that reason U. S. Naval and Marine tactical underwater teams use the area extensively for year-round training.

The waters off the coast of Mexico—just below San Diego —are another Mecca for the pleasure diver. Off the Southern California coast are the picturesque San Clemente and Santa Catalina islands, and further south the Los Coronados and Todas Santos islands.

The Astro Divers were formed in 1958, when Gene Dynamics/Astronautics began operating to produce the At missiles. The club is one of the member groups of the Astr nautics Recreation Association.

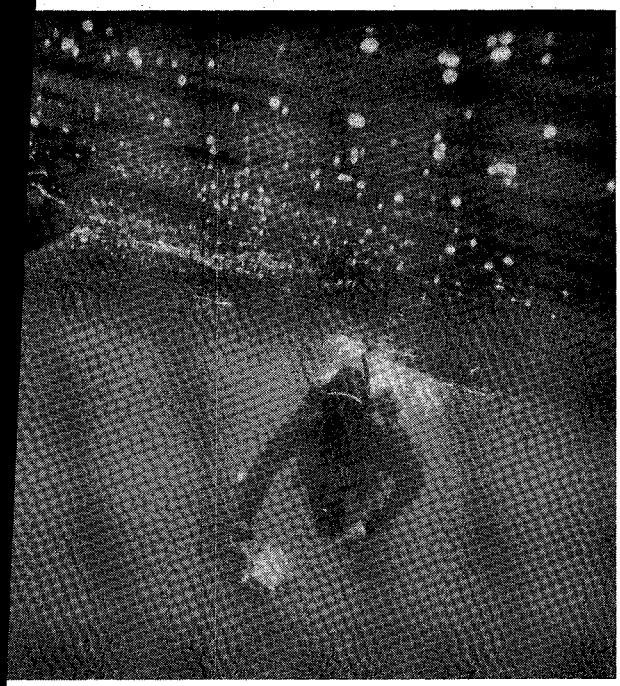
Current membership is about 70, with nearly half of t group participating in each "mass" exercise. The younge member is about 11, and there are several teen-agers in t group. Membership calls for the applicant to pass rigid swi ming tests. Then he (or she) must follow all the safety rul of the club to remain active.

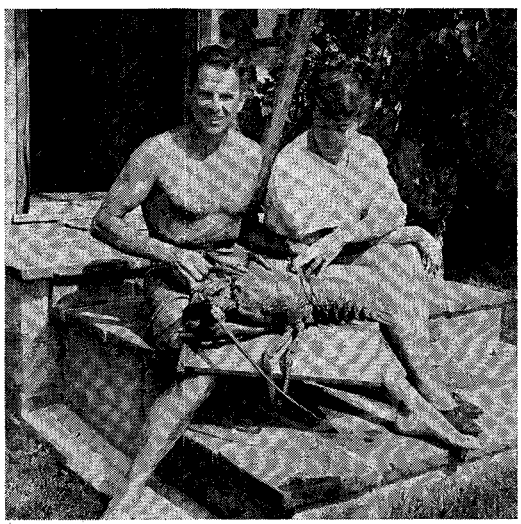
Monthly business meetings are held, half of which serv for business at hand, the rest for films, talks, slides, or dis cussions of future trips.

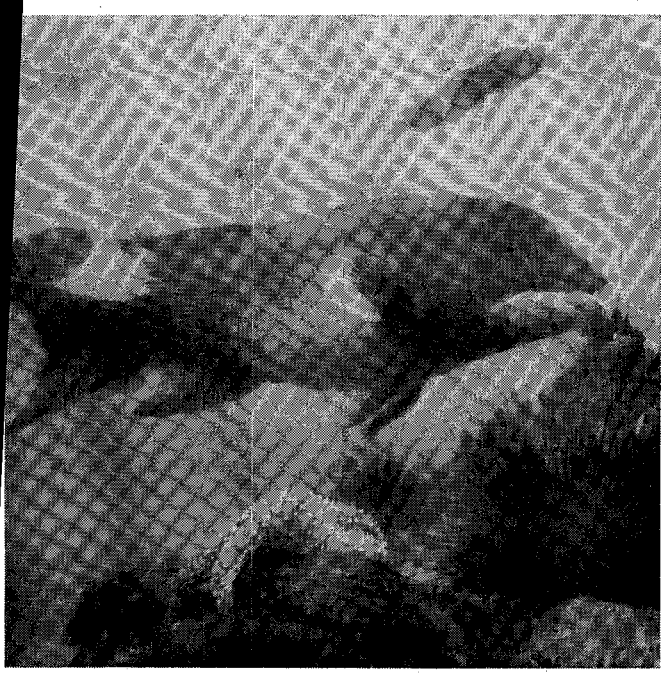
Dives are held once a month. All competitive events ar made without SCUBA. Contestants may dive for Abalon (commonly known as "ear shell"), lobsters, certain specie of fish, and occasionally a scavenger hunt where anythin goes. Trophies and diving gear are the usual prizes, with first-place winners getting special button-like shields to sew on their beach jackets.

As diving equipment becomes more sophisticated, more and more divers are taking along cameras, with the local SCUBA clubs featuring competition in underwater photography as well as fishing.

Periodically, the group charters a boat and goes off to distant places, either for fish or a combination of other items. Often they hold dinners and fry the fish that they catch.







Located in San Diego, the General Dynamics/Astronautics Recreation Association SCUBA contingent is blessed with year-round good diving weather. Top: Member of Astro Divers goes below with camera to begin photo adventure. Divers once concentrated on fishing, now carry sophisticated photographic gear with them when they dive. Middle: Astro Divers member shows off 13-pound lobster plucked from rocks off San Clemente Island during mid-winter dive. Members of the club take monthly excursions off California coast in quest of lobsters, fish, and abalone. Below: An Astro Diver snapped this photo with 35 mm camera rigged with protective plexiglas cover. Note starfish on rock.

The Astro Divers once fed the Astronautics Recreation Association's entire 55-man council with Abalone steaks gathered the day before.

ARA owns 10 complete SCUBA units with tanks, breathing apparatus, depth gages, surfboards, first aid kits, weight loads, and everything else the club could possibly need. Many members in addition own a variety of personal gear. A 35mm camera for underwater photography is loaned out to divers with camera experience.

While the Astro Divers hold no special instruction periods for employees who are not members of the group, any number of them are qualified instructors in SCUBA, life saving, first aid, etc. They steer interested parties to qualified community groups who teach water safety.

Seven of the Astro Divers are members of the San Diego Council of Skin Divers' Search and Rescue Team. The members of this group are available at any time to assist any civic group which needs them.

The Harbor Department, Life Guard Service, and other groups often ask the SCUB'-ists to help locate drowned persons, find valuable equipment, or make underwater checks necessary for water safety.

The Astronautics Recreation Association, conscious of the value of public service by its members, pays the salary of any diver who is called off the job to make a dive.

One of the most unusual experiences of the San Diego divers happened when a number of them were called out to disentangle a 45-foot whale which had become entangled in a fishing net. The divers cut the exhausted whale loose, rode him a short distance till he caught his breath, then saw him off to his Mexican breeding grounds.

Two years ago a company employee who was not a member of the diving club was killed by a shark while swimming alone.

The Astro Divers themselves, perhaps because they insist on strict adherence to water safety rules and because they understand the environment they work in, have not recorded a single injury or accident of any type in their more than six years of operation.

NIRA Newsletter

VOL. 22, NO. 2 ©1964 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION MARCH

Faultless Rubber Hosts 17th Annual NIRA Bowling Tournament in Ashland, O

Entries from industrial firms across the U.S. are rolling in for the 17th Annual National Industrial Bowling Tournament which will be held in Ashland, O., on April 25-26, 1964. The Faultless Rubber Co. and The Charger Lanes, both of Ashland, are hosts of the event. Teams from business and industry are eligible to participate, but each bowler must be a bona-fide member of the firm he represents and members of the American Bowling Congress as well.

A revolving team trophy will be awarded to the handicap championship team and individual trophies to each member of that team.

In addition the Whirlpool Corporation will present an upright Whirlpool Freezer to the bowler who registers the high actual four game total in the team event.

The Faultless Rubber Co. will present a pair of Faultless foam bed pillows to each bowler who records the high actual four game total on each shift in the team event.

The prize-entrant ratio in the event will be one per every eight bowlers, and the tournament directors have announced that the entire prize fee ($3.90 of the total $7 per man fee) will be returned in prizes for the NIRA bowlers.

Interested parties contact Howard Honaker, The Faultless Rubber Co., 268 East Fourth St., Ashland, O. Ph: 2-1533.

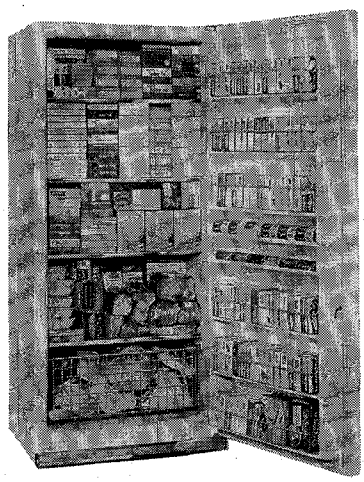
Deadline for entries is April 4, 1964.

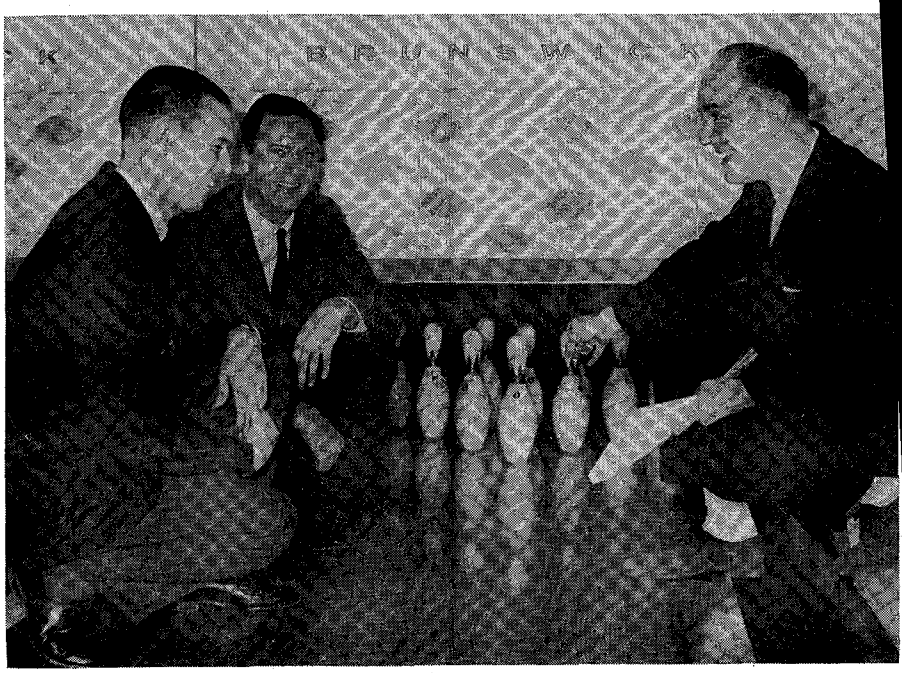
NAMES IN THE NEWS

Ailing NIRA executives, inclu
Ben Kozman, Thompson Ramo Wo
ridge, Cleveland, and **Gordon St**
University of Minnesota, both re
heart attack victims, are now well
the road to recovery.

Leo S. Disher has been named
tional director of National Shooti
Sports Foundation, Inc., with offices
New York City.

Robert L. Bauer has been appoint
Activity Advisor of the Armco St
Corp., Middletown, O. He repla
Clarence Abell who died in Janua





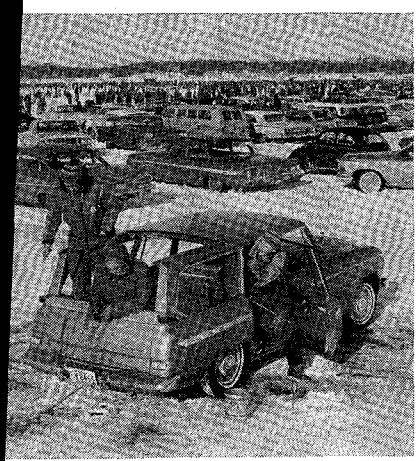
Above: Whirlpool upright freezer goes to the lucky winner in the NIRA Annual Bowling Tournament. *Right:* Tournament hosts set 'em up for NIRA bowlers. (L to R) Howard Honaker, recreation director for Faultless Rubber Co., Chuck Smiley, assistant to Honaker, and Bill Neel, manager of the Charger Lanes.



thing of a turn-about, employees of the er Project in January presented Newton f the Helm's Foundation with an award of iation. NIRA conferees will recall that Ruth r, here shown with Mr. West, received an from him on behalf of the Pera Club of ver Project at NIRA's Minneapolis meeting.

eation Directors of the Year,' a Handy Tool

e Studebaker Wagonaire which was ded to the Skylanders Club of m's Brewing Co. at NIRA's Min-olis conference offered a convenient from which to participate in the d's biggest ice fishing contest—the Paul Winter Carnival contest at te Bear Lake.

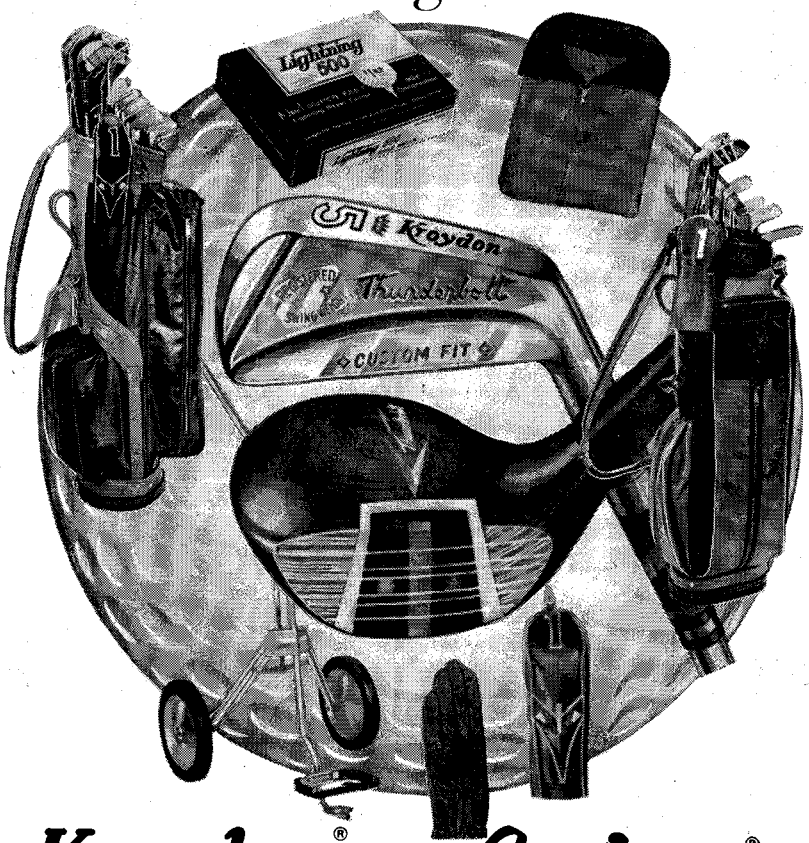


Fishing from the Wagonaire in the hoto above are left to right, George ul, president of the Hamm's Skyland-s Club; Carl Yardeen, first president of e Skylanders Club when it was formed 1957; and, Warren Wallgren, Hamm's creation director and coordinator. They ere among more than 5,000 who com-eted in the carnival contest.

The sliding roof panel of the Wagon-ire enabled the Skylanders to fish com-ortably and thus make unique use of he Wagonaire which has already served variety of purposes such as hauling sup-lies for picnics and providing an overall viewing platform.

This Wagonaire has been driven more han 6,000 miles for the benefit of the Twin City activities of the Skylanders Club.

Put New Life In Your Golf Program with

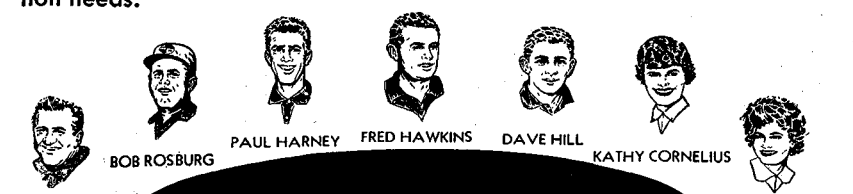


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Golf balls, bags, hoods, gloves, carts, jackets, umbrellas and other items—complete variety of golf equipment to put new life in team spirits.



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We are the exclusive manufacturers of the famous Kroydon Golf Clubs, Sportsman Golf Bags, Head Covers and Accessories.

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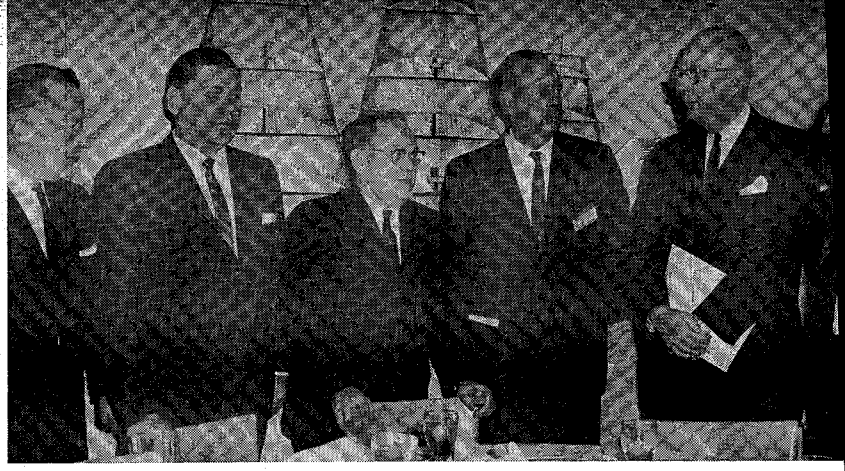
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HANNA MFG. CO.

Athens, Ga.



Blue ribbon panel of recreation world figures above includes A. J. Boehm, Executive Director, A
Don Neer, Executive Director, NIRA; Clayton Shenk, president, NAA; Doug Easton, director, A
Ev Hames, Sales Manager, Shakespeare Co., and Dick Wilson, Archery Division, Shakespea

NIRA Fishing, Shooting Contests Revamped; Archery Meet Planne

A top-level group of recreation industry executives gathered for a breakfast planning session on NIRA tournaments, while the National Sporting Goods Association was convened in Chicago this February. Specifically, the group was charged with revamping NIRA's annual fishing and shooting tournaments, and with discussing the possibility of beginning a postal archery tournament for industrial employees patterned after the other two.

Among those present were Doug Easton, representing the Archery Manufacturers and Dealers Association; Clayton Shenk, National Archery Association; John Everett, *The Archer's Magazine;* Dick Wilson, Archery Sales Manager, Shakespeare Co.; A. J. Boehm, Executive Director, American Fishing Tackle Manufacturers Association; John Zervas, Assistant Executive Director, AFTMA; Don Neer, Executive Director, NIRA; Everett Hames, General Sales Manager, Shakespeare Co., and Bill Laurent, Advertising Manager, Shakespeare Co.

At that meeting it was decided that NIRA, AMADA, and NAA would cooperate in holding an archery tournament for industrial employees—with the first contest to be held during 1964. The winner of the event will be feted on an all expense paid trip to North Manitou Island in Lake Michigan to hunt deer.

It was also announced that the NIRA fishing event would be held during the months of May, June, and July, moving the contest up a month to take advantage of better fishing weather earlier in the year.

Finally, arrangements for the N shooting tournament were confi with the overall rifle winner being on an all expense paid mountain hunt in Nevada, and the pistol wi going to the National Pistol Matche Camp Perry, O.

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nnounce Major Rules Changes r 19th Annual NIRA Golf Meet

ns for a substantially revamped ver- f the annual industrial golf meet ored by NIRA at Purdue University announced this month. The 1964 will take place on August 15-16. e revision of the tournament in- s changing the name of the event "Midwest" to "National Industrial Championships."

addition, as part of the association's erted membership drive for 1964 fee portion of the rules has been dded to give added incentive for non- ber firms to join NIRA. The fee for 1964 event will be $25 for teams NIRA member companies and $30 non-member teams.

he following is a capsule version of amended rules:

ibility

. Any business or industrial firm is ible to participate in the tournament.
2. Each player representing a com- y must be a bona-fide employee of that company and not receiving remuneration for teaching or playing golf.

Rules

1. This tournament will be a four-man team event (36 holes).
2. The combined medal score of the four men representing each company will determine the winner in each division.
3. No two players of the same company may play in the same threesome.
4. Official USGA Rules will govern all play.

Entry Fee

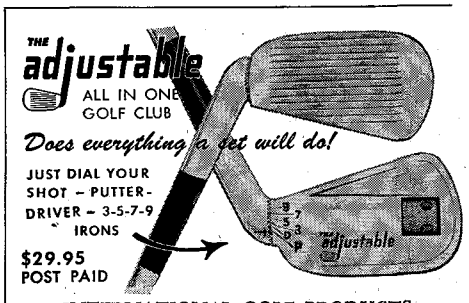
1. There will be a $25 entry fee for members, $30 for non-members to cover the cost of trophies, awards, etc.
2. Each team will pay its own travel, board, room, and green fees, etc.

General

1. There will again be A, B, and C Classes based on the individual's average score.
2. The Morris-Bryant Inn on Hwy 52 will serve as official headquarters, serving a special golfer's breakfast at 5:30 a.m. on both mornings of the event.
3. Deadline for entries is August 3, 1964.

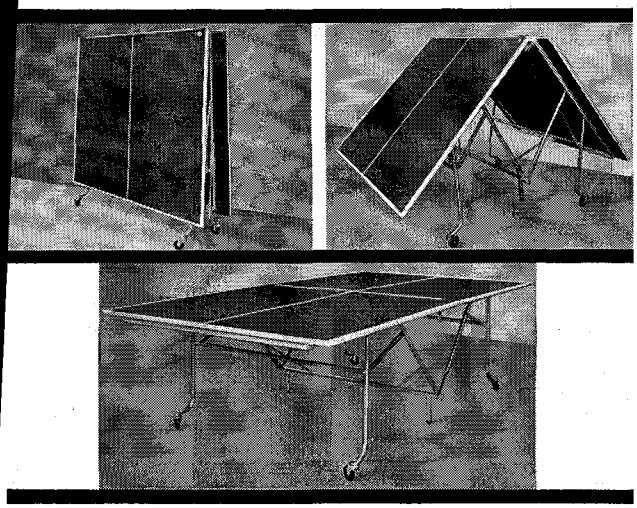
Write

National Industrial
Recreation Association
Room 1518,
203 N. Wabash
Chicago, Illinois 60601



INTERNATIONAL GOLF PRODUCTS
OAK BROOK 93, Illinois

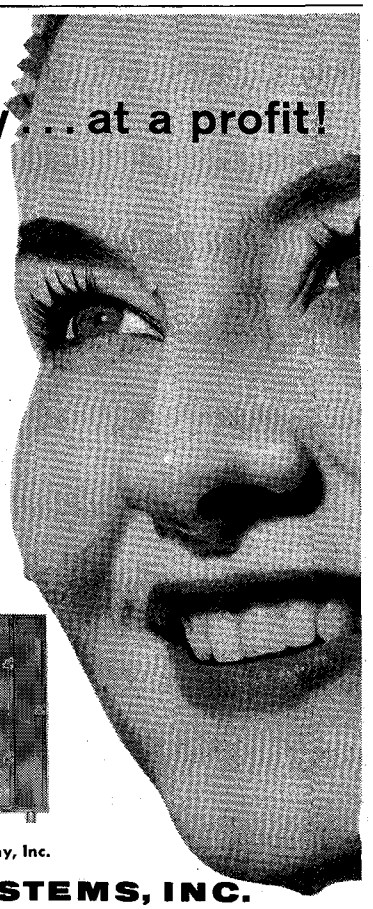
roll it in . . . . **PLAY**
roll it out . . . **TUCK IT AWAY**



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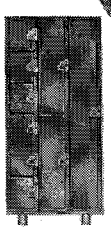
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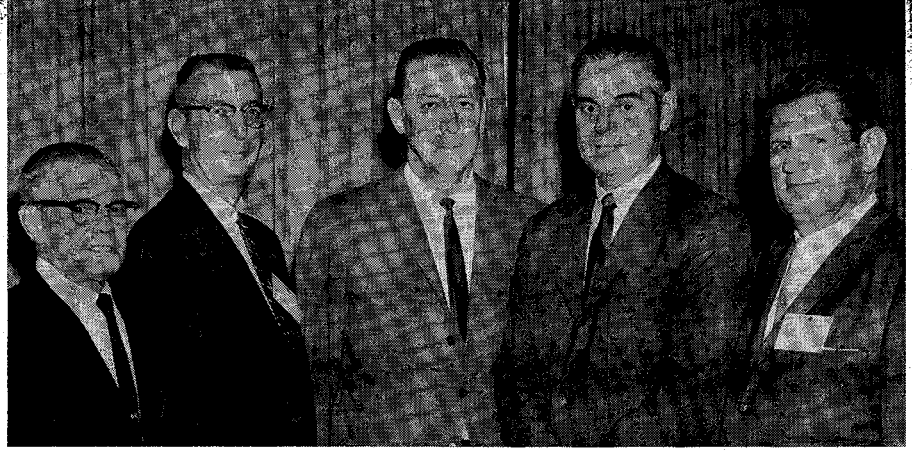
Whether or not you charge for Coin-Lok self-service checking, your profits are still substantial. You save on attendant salaries, lost article claims, overtime costs and employer-employee headaches! Any questions? Drop us a line, address below.



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COIN LOK LOCKER CHECKING SYSTEMS



NIRA's 1964 Western Conference hosted association's California members, was the best attended in years. More than 1 gates from California and neighboring attended. Above are some of the dig from the meeting. (L to R) Walter Dowsw reation director Motorola and current NIR dent; Newton West, personnel director, Bakeries; J. R. Mitchell, Chief of Employe ices, General Dynamics/Astronautics; Pet ell, Director of Athletics, University of Cali and Lon Anthony, Recreation Manager, Lo Employees' Recreation Association.

Fourteenth Annual NIRA Western Conference

The 14th Annual NIRA We Conference convened in mid-Febru the Thunderbird Hotel near San cisco, Calif., under the chairmanshi Lon Anthony, recreation director Lockheed Corp., Sunnyvale, Calif.

One hundred thirty-five Califo and Arizona industrial recreators present. Twelve recreation-oriented f from the area displayed their prod and services.

Keynote speakers included Carey B win, director, San Francisco Zoo; J Barch, TWA vice president; A. "Hub" Moffit, president, Commonwe Club; Walter Dowswell, president, tional Industrial Recreation Associat and Pete Newell, director of athlet University of California.

Possibly the highlight of the conf ence was a "Do You Agree With t Experts" panel moderated by Bill N poth, of Alameda State College.

Newt West, NIRA junior direct announced at the final session of the co ference that Region VII would enter bid for the NIRA 1967 National Co ference, and that for the first time t region would have a candidate for pres dent.

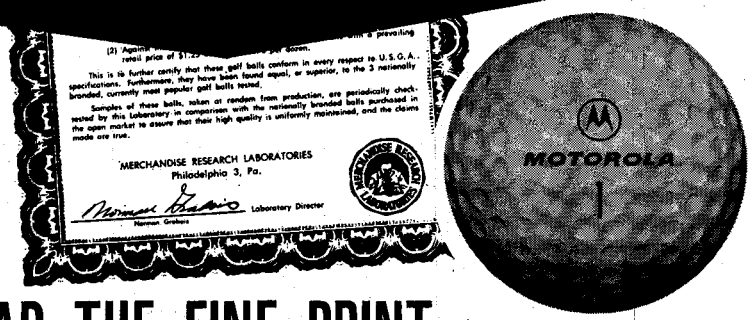
Mittlacher Named Brunswick Ad Manager

Glenn V. Mittlacher has been ap pointed advertising manager of Bruns wick's Bowling and Billiard Division, i was announced by Nat N. Wexler, director of marketing services.



A native of Chicago, Mittlacher has been with Brunswick since 1956. He worked in the advertising department as a senior copywriter and creative services supervisor prior to being named to his new post.

This is to further certify that these golf balls conform in every respect to U.S.G.A. specifications. Furthermore, they have been found equal, or superior, to the 3 nationally branded, currently most popular golf balls tested.



READ THE FINE PRINT FOR YOUR BEST GOLF BALL BUY!

Shown above is one of the serially-numbered Certificates packed with each dozen of our imprinted golf balls. Blown up, for easier reading, is the second paragraph.

The ". . . 3 nationally branded, currently most popular golf balls . . . " retail for $14.75 per dozen. Our ball cost $8 per dozen for 6 dozen or more, including a type imprint on both sides of each ball. Special imprint dies available at cost. Choice of steel or liquid center, both U.S.G.A. approved. Choice of 4 imprint colors. Shipping charges prepaid (minimum order—6 dozen).

The explanation for the difference in price is simple—VOLUME. Satisfied customers are repeat customers and our "repeaters" number in the hundreds. Why not join 'em?

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☐ Please send full information on imprinted, top line golf balls.

☐ Advise approximate die cost for attached, logo, trademark, etc.

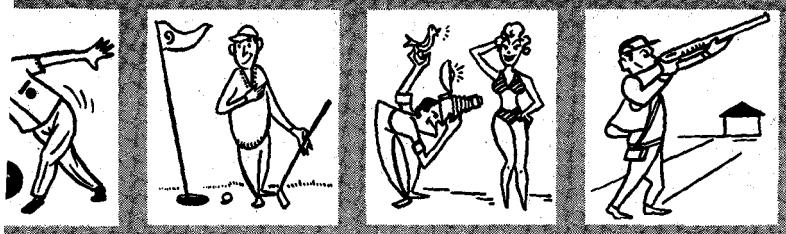
NAME & TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

R



IDEA Clinic

ow About a Pro-Am Golf Tourney

t seemed that every *other* kind of golf tournament we ended with too many unhappy people," notes Dale er, recreation director for Delco-Remy Division, GMC, nderson, Ind. "So we called our league secretaries to- er and put the problem squarely on their shoulders. t didn't take them long to come up with a solution. It's ced so well for us that we think other recreation di- ors should give it serious consideration."

ale was speaking about the Delco-Remy Annual Pro-Am f Tourney, which is now four years old, with more than golfers taking part. To date, Dale claims he has not rd a single complaint.

The Pro-Am Tourney is a team event. Entries are ac- ted only from men who have established handicaps (at t five official rounds) in Delco-Remy leagues or in out- e leagues where the handicaps can be verified. Established dicaps for members of a club who don't play in leagues also acceptable.

We divide the entries into four equal classes—A, B, C, D according to handicap. The A's and B's are desig- ed as the Pros. They are the lowest handicap groups. The and D's become the Ams (amateurs). We arbitrarily w one name from each class to form a team of four yers," Dale says.

"This method of 'pairing' has practically done away with the objections we used to get about the 'system' used to handicap entries in our plant-wide tournaments.

"It has also mixed the men up so that they play with fellows they may never have met before.

"To reduce the chance that one or two men on a team might have a 'hot' first or second nine that would make their team an 'automatic' winner for the eighteen, we have two contests in one. There is no over-all prize for the best eighteen holes. Instead, we have a 'first nine' tournament and a 'second nine' tournament. A team may win a prize in only one tourney."

The Delco Pro-Ams play low ball for the foursome with handicaps used on the holes as designated on the scorecard. The members of a given team are placed in four different foursomes, so until the fourth member of a team finishes his round, either the first or the second, no one knows just how well any one foursome has fared.

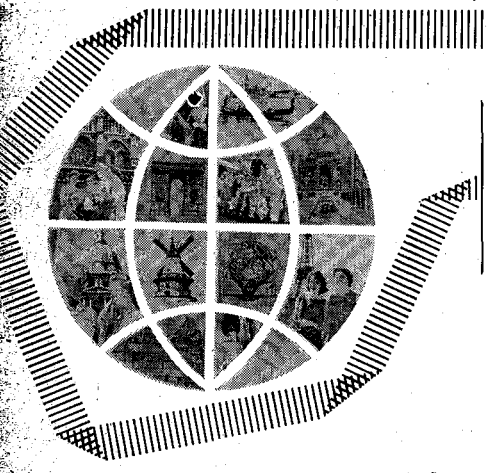
Each player in a foursome keeps the official score of another member who then signs the card before it is turned into the scorekeeper.

As the cards are turned in the scorekeeper enters each man's score on his master sheet and computes the "low ball" score, hole by hole, for each foursome.

Sample Master Scoresheet
(for first nine)

Team	Handicap	Hole	1	2	3	4	5	6	7	8	9	Total
		Par	4	4	5	3	4	4	5	3	4	36
		Handicap	7	2	18	9	4	11	3	12	10	
A	5	R. Jones	4	(5)	5	3	4	5	(5)	4	4	39
B	9	P. Smith	(5)	(5)	5	(4)	(5)	4	(7)	2	6	43
C	13	J. Riley	(6)	(6)	5	(5)	(4)	(6)	(6)	(3)	(6)	47
D	20	L. Souci	(6)	[5]	(8)	(5)	(6)	(4)	(8)	(5)	(7)	54
#1		Total	4	3	5	3	3	3	4	2	4	31

Circled scores indicate handicap of one.
Squared scores indicate handicap of two.



LET'S TALK TRAVEL

NEWS AND VIEWS ABOUT ORGANIZING AND RUNNING EMPLOYEE GROUP TRAVEL ACTIVITIES, INCLUDING SHORT AND EXTENDED TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF IN

N.Y. FAIR EXHIBITORS SPONSOR EMPLOYEE TOURS

Promoting employee interest in and attendance at the 1964-65 New York World's Fair is an activity in which exhibiting firms are showing considerable ingenuity these days.

Many employee publications are publicizing company exhibits at the fair and have announced plans for facilitating employee visits.

General Electric Co. has announced that qualified children of employees will get first consideration for employment at its fair pavilion.

Eastman Kodak Co. is actively encouraging employee attendance by sponsoring a "package visit" to the fair. All active and retired employees and their families are eligible to participate.

Literally hundreds of thousands of tickets have been bought in advance by firms exhibiting at the fair for distribution to their employees. Special discount rates were made available to them until Feb. 29, 1964.

There no longer seems much doubt in anybody's mind that the New York World's Fair of 1964-65 will be the biggest travel attraction of the century, if not in all history, and the nation's industrial group travel clubs are among its foremost exponents.

As reported in R/M last month scores of NIRA-member firms are among the exhibitors.

NIRA FIRMS ANNOUNCE 1964 TRAVEL PLANS

The travel club of the U.S. Department of Agriculture announced plans recently for 51 group tours during 1964 to points of special domestic and foreign interest. In addition to ten separate tours to the N.Y. World's Fair the club plans tours to Europe, Scandinavia, the Holy Land, Portugal, Spain, Britain, Greece, and Tahiti-Hawaii, and a great variety of state-side tours to points in New England and the Midwest.

Grumman Aircraft, of Bethpage, N.Y., announced plans early this year to sponsor two group trips during 1964, one to Europe and the other to Puerto Rico. According to Bob Benn, head of the C man Athletic Association which ganizing the trip, the European tou feature southern countries, incl stops in the following cities: Lo Cologne, Heidelberg, Lucerne, V St. Moritz, Merano, Venice, Flo Rome, Nice, and Paris. Complete c the European charter trip is $730 fo three week tour. Included in that f is transportation via BOAC, meals, double room with twin beds and pr bath where available. For those inter in the flight only the cost is $200. E bility is extended to spouses, depen children, and the mother and fathe the employee, Benn announced.

The Recreation Association of United States Information agency Washington recently announced schedule of tours for summer 1964. T include four month-long trips to Euro two to London ($342); one to P ($371), and the other to Madrid-P ($339).

R/M Inaugurates "Let's Talk Travel" Department

With this issue of R/M, we begin a travel department which will be a standard feature in every issue of the publication.

The new section is in response to the many requests for more coverage of industrial group travel, following publication of the January-February All Group Travel Issue.

The travel page draws its name "Let's Talk Travel"—from a series articles which were developed by NIRA Travel Council for R/M in 19 and 1958.

Since that time the industrial gro travel idea has caught on and grown an amazing rate.

R/M's new travel page will be a po pourri of thoughts, trends, and tips running the industrial group travel clu and will also carry the report of tou planned and held by NIRA membe

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Aamic

General Agent For European Motorcoach Co.

R/M's editorial on the Olympic Games is continued from page 11.

n top U.S. athletes with Olympic aspirations gradu- m organized school competition, why can't they con- o keep in top physical form through inter-plant com- n in the organized programs which already exist in progressive American companies?

one of a number of large and small NIRA-member are now outfitted with playing fields, as well as the ment, coaches, and so forth, which can be streamlined n Olympic-calibre operation.

group could support this plan with more ease—nor more enthusiasm—than could American industry. The ial burden would not be as great as might first appear, many industrial athletic programs are in fact, self- rting. Think of the harvest of employee and com- y goodwill that would accrue to the companies that took to support the Olympics in this manner.

"Industrial Olympic League" in which each key sport be played similar to the leagues now in action among firms with strong interests in softball and basketball t to be organized. League competition would culminate "National Olympics" with the best athletes from in- y, the schools, as well as independent athletes, partici- ng.

o less an authority than Bob Richards, director of the eaties Sports Federation and a former Olympic cham- , has indicated to NIRA audiences on several occasions industry must indeed play a greater role in future Olym- competition.

rofessional recreation/athletic administrators are now em- yed by most progressive American firms. Therefore the ic machinery for establishing liaison with the Olympic ups is already a reality.

The haphazard, disorganized manner in which Olympic letes have been trained in past years is unbefitting the ding democracy of the world. Under current policies a gram to recoup lost ground is a goal that will continue elude us.

We are on record with the White House and the State epartment's Special Assistant for Athletic Programs, Nicho- Rodis, as favoring a national Olympics with all groups operating and with the full support (for the first time) U.S. industry. Think of the impetus that the Presidential essing would add to the U.S. industrial Olympic crusade.

After the Russians won their impressive victory in Austria is winter, Rodis commented cryptically that he felt the U.S. uld still win with a "free enterprise type of competition."

"But," he said, "we've got to bring home to the right eople that what we do inside the U.S. is one thing and that hen we send a team to the Olympics, *they have to have a hance to win.*"

Rodis freely admits that our current attitude toward minor sports" in this country has put our chances for vic- ory in Japan in considerable jeopardy.

If ever there was a time when the sports-for-sports-sake deal of the Olympics had to share a top billet with national purpose it is now. As John Kennedy once said, the Olympics are a chance for us to show what our people can accomplish through a system of freedom.

We have "muffed" this chance long enough.

Now is the time to get our Olympic crusade underway. There will be no easy victories.

SHOOTING IS FUN...

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Make Shooting Sports A part of *Your Program!*

All of your employees, regardless of sex or age, can participate in shooting sports.

It's easy to sponsor an industrial shooting program. The National Rifle Association has complete information on organizing, setting up matches, planning a range, teaching and certifying instructors. In short, NRA affiliation provides everything you need for a successful activity.

Shooting fun is further heightened by NRA Qualification Awards for varied rifle and pistol scores and through friendly, competitive matches and leagues.

Since it is so easy and so rewarding to make shooting a part of your program, why not send for complete information—Today! A note or card to the address below will bring you details.

Dept. R-2 Club Section

NATIONAL RIFLE ASSOCIATION

1600 Rhode Island Avenue, Washington 6, D. C.

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RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS WANTED

Young Man with B.A. in recreation and physical education seeks position as industrial recreation director. Former Air Force officer. Full time experience in municiple recreation. Married. Four children. Age 28. Salary, $8,500.
Box #95—RECREATION MANAGEMENT



First place winner in NIRA 1963 photo contest seeks position in industry as photographer. See October issue R/M for details. Salary Open.
Box #96—RECREATION MANAGEMENT

Young man with ten years experience in recreation management seeks position as director of employee benefits and/or services program. B.S. from U. of New Hampshire. Married, four children. Available immediately. Salary $10,000.
Box #97—RECREATION MANAGEMENT

Young man with more than ten years experience in industrial personnel/recreation work seeks new position in industry. Married, 3 children. Salary, $8,500.
Box #98—RECREATION MANAGEMENT

Young man with recent M.S. in recreation administration seeks position as industrial recreation director or assistant in Los Angeles area. Also served as municipal recreation director. Age 28. Unmarried. Salary, open.
Box #99—RECREATION MANAGEMENT

Man with recent B.S. degree in recreation desires position with industry. Single. Age 24. Salary, open.
Box #100—RECREATION MANAGEMENT

Man with B.S. in recreation and experience in municipal field seeks industrial recreation position. Married. Age 27. Salary, $7,500.
Box #101—RECREATION MANAGEMENT

Desire position in recreation field. Army overseas division for past year as staff sports director. Background includes coaching, physical education and recreation supervision. Also newspaper work. Many athletic skills. College degree.
Box #61—RECREATION MANAGEMENT

Recreator, 39 years of age, 16 years in municipal parks and recreation with last seven years as chief administrator. B.S. degree in physical education and recreation with M.E. degree in administration. Experienced in personnel management and public relations. Married, two children. Sal. $8,500. Resume furnished upon request.
Box #90—RECREATION MANAGEMENT

Chicago firm with 600 employees desires recreation director, male or female, to handle employee services and company publications. College graduate, under 35, salary range, $500-700 a month.
Box #91—RECREATION MANAGEMENT

R/M RECREATION READI

Recreation

OUTDOOR RECREATION AMERICA/ *write Superintend Documents, Government Printing Washington, D. C. 20402*

This is possibly the most co and reliable study on outdoor rec in America—a report submitted President and to the Congress b Outdoor Recreation Resources R Commission.

The study surveys our country' door recreation resources, measures ent and likely demands upon them the next 40 years, and recommend tions to insure their availability t Americans of present and future erations.

First part of the volume reviews place of outdoor recreation in Ame life, drawing largely on the findin a series of expert studies. It desc the supply of recreation and the p lems of relating all three to as present and future generations of outdoor recreation opportunities require.

An excellent addition to the pers library of the industrial recreation ministrator.

Retirement

101 WAYS TO ENJOY YOUR L SURE/ *The Retirement Council, Har & Row, 49 E. 33rd St., New Yo N. Y. $4.50*

Leisure, according to the anci Greeks, is the best of all possessio Today almost everyone has more leisu partially because people retire earli and live longer.

This book is intended to be a blu print for helping retired persons to u leisure in such a way as to make th retirement years the best of their live

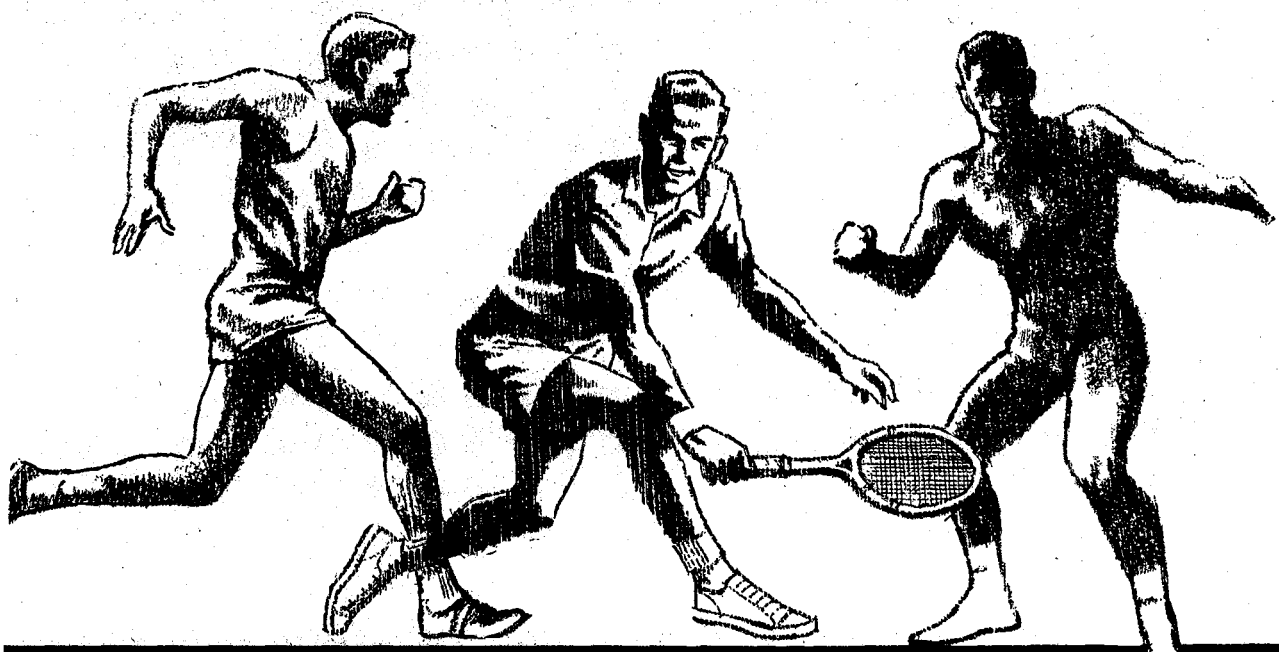
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NEXT MONTH IN R/M

ARCHERY FOR INDUSTRY

COMMUNICATIONS AND RECREATION

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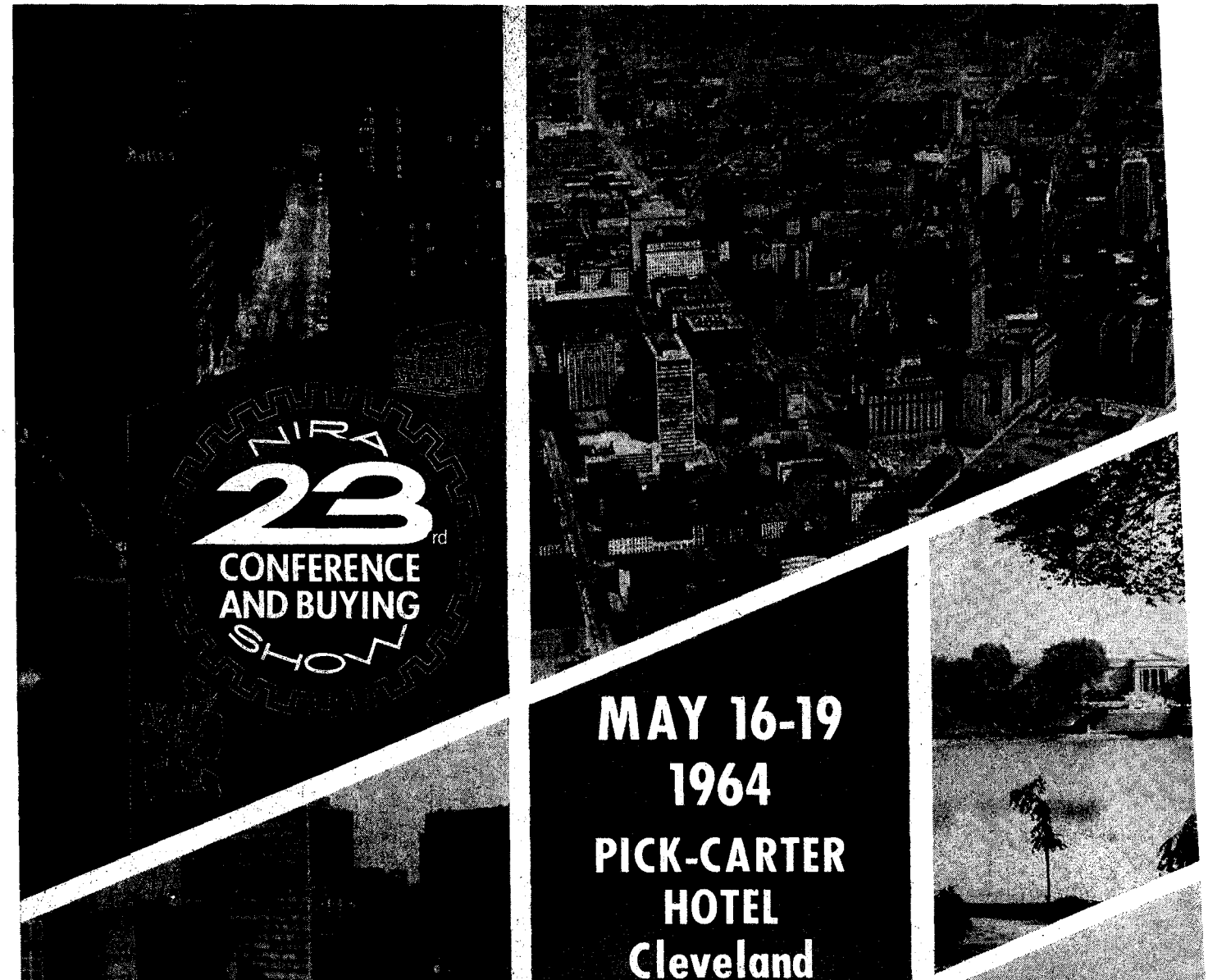
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NIRA 23rd CONFERENCE AND BUYING SHOW

MAY 16-19 1964

PICK-CARTER HOTEL Cleveland Ohio

One of NIRA'S most significant services for members is its annual conference. A substantial amount of NIRA staff effort—as well as countless hours of volunteer work by members—goes into making it the single most important event of the year. Make plans now to attend the 23rd Annual NIRA Conference & Buying Show. A program unexcelled in association history is being prepared for you in Cleveland, including . . .

TOP SPEAKERS from management, sports, recreation, and government to review the important trends in the field of industrial recreation and employee services.

SEMINAR SESSIONS will offer you insights into specialized subjects, with a variety of new program ideas, successful techniques, and solutions to management problems.

EXHIBITS AND DEMONSTRATIONS will assist you in planning purchases and in keeping up to date on the newest recreation products and services.

INFORMAL DISCUSSIONS with other recreation administrators can be one of the most important parts of any conference.

In short, NIRA's Annual Conference does what it is intended to do—provide you with an outstanding opportunity to meet with your fellow recreators, exchange ideas, and work out some of your common problems.

Registration Fe

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bers, $50 for non-member
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ner and NIRA banquet wit
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tions, and all other basic
ence features. **ROOM**
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PROGRAM will feature sig
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conference program. Registr
fee for wives is $20.

REGISTE
inADVANC

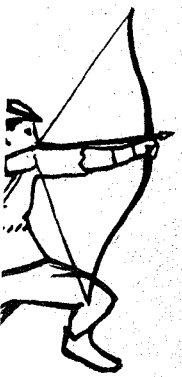
23rd National Conference and Buying Show

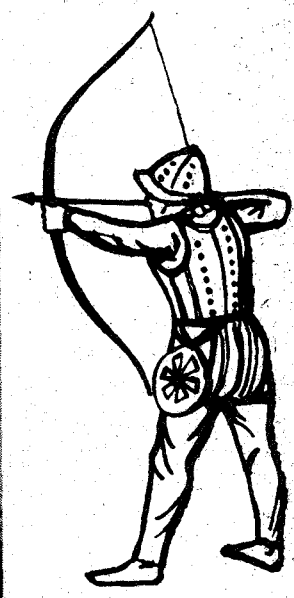
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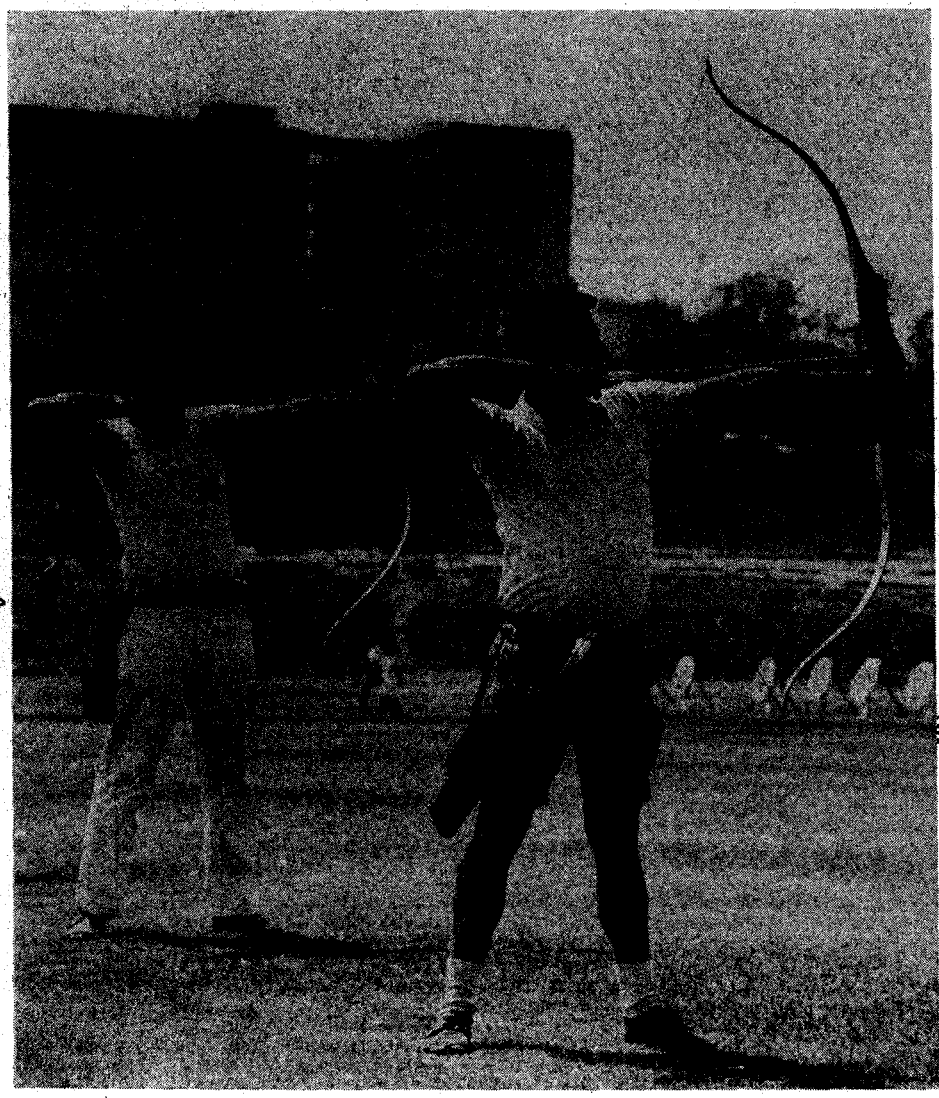
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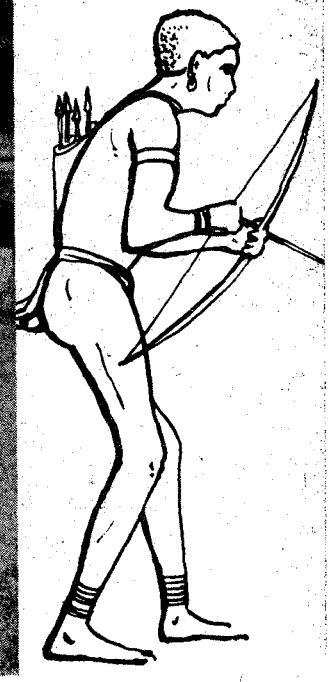
and now...
ARCHERY for INDUSTRY













in this issue

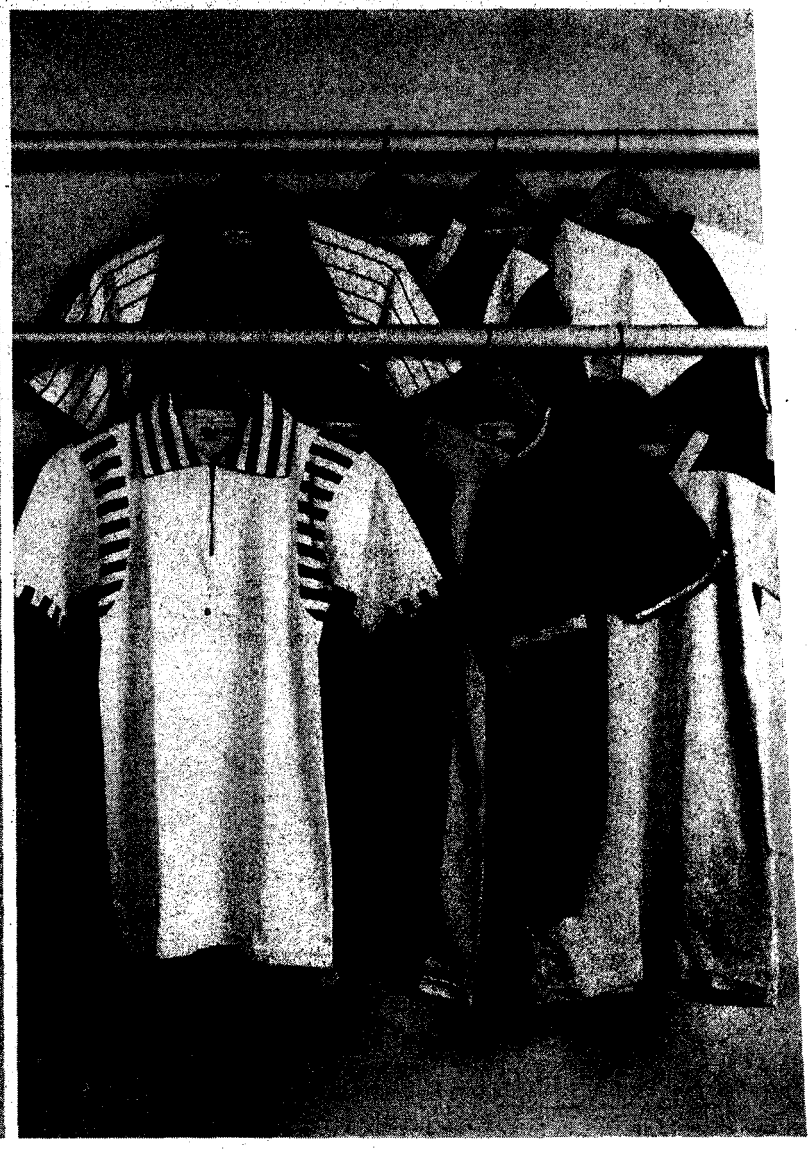
NEW BOOM FOR THE BOW

COMMUNICATIONS AND YOU

1964 CONFERENCE PREVIEW







How to outfit your team-or an entire league

Dress your team or league in Wilson softball uniforms, designed to give players a comfortable fit and a neat, colorful appearance that helps build pride in their team, their league and their company athletic program.

Wilson uniforms are available in a wide range of styles and colors—enough to outfit several leagues, if need be, without duplication. This wide selection of uniforms also makes it easy to outfit either a team or a league while staying within the requirements of a specific budget.

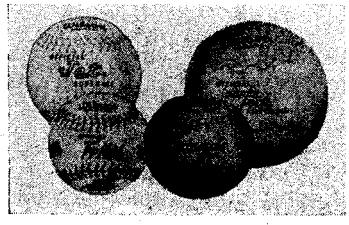
Wilson uniforms are made of sturdy, top quality materials that maintain their size, shape and color after repeated cleaning or laundering. Exclusive "performance-patterned" styling assures comfort and freedom all through the game, whether batting, fielding or throwing.

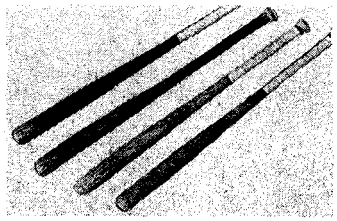
Order your softball uniforms, caps and warm-ups, plus gloves, shoes, bats, balls and other team equipment from your Wilson sporting goods dealer now. Wilson Sporting Goods Co., Chicago. (A subsidiary of Wilson & Co., Inc.)

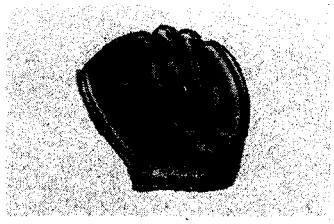
PLAY TO WIN WITH

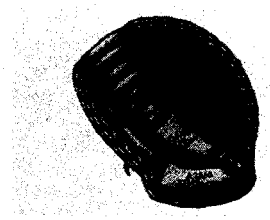
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A PROGRESSIVE PAST · A GOLDEN FUTURE









Let Wilson supply all your softball needs. See the complete lineup of Wilson equipment now at your sporting goods dealer.

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APRIL 1964
Volume 7, Number 3



The statistics are undeniable. Archery is coming of age as a mass participation sport. This month R/M assesses the industrial athlete's role in its growth.

NIRA National Industrial Recreation Association

Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

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signs of the times...

VACATION PROGRAMS FURTHER LIBERALIZED. Vacation plans and holida allowances will continue their liberalization trend, according t per cent of the firms surveyed by the Management Information Cen recently, and 1964 will be the most liberal year in history. Among the trends: longer vacations generally, more holidays, mor split vacations, and fewer plant shutdowns for vacation periods.

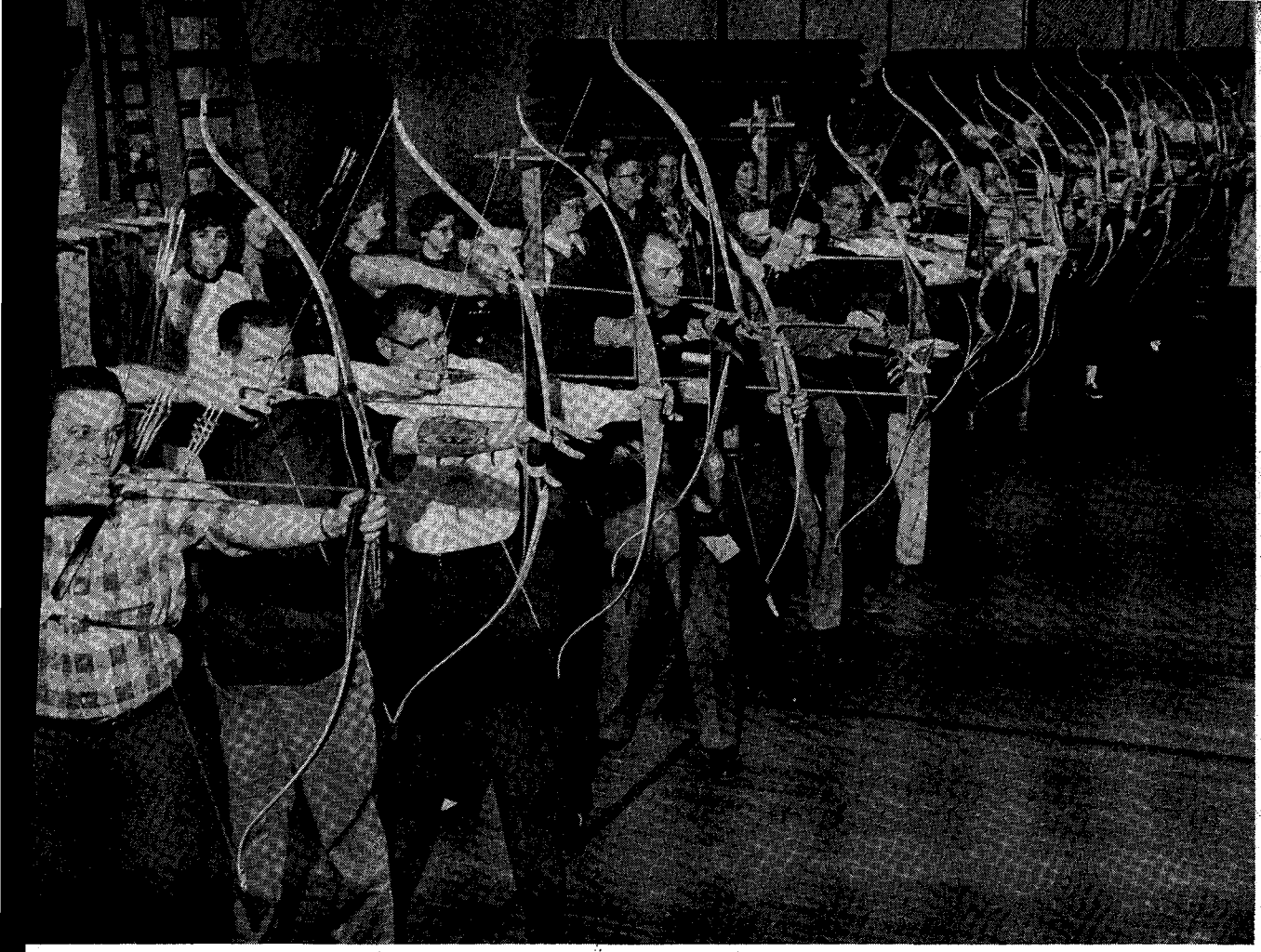
TOYS REACH FOR $1.3 BILLION LEVEL. The toy market has never experienced a bigger boom than it currently is boasting, and with consumer spending on toys now averaging somewhere near $28 per year per American child, the toy market could very well reach the $1.3 billion level during 1964—a 20 per cent increase over 1963. According to a late 1963 NIRA survey, one of the most expensive items on the industrial recreation budget is the annual Christmas party, with a major share of the expense going for toys for employees' children. Some manufacturing shockers: Bestsellers Barbie Doll, Smarty Bird, and Tootsietoy will use 150,000 lbs. of Saran filament for hair, enough corrugated cartons to cover 480 football fields, and 118 million tiny tires from Japan respectively.

CARDIOVASCULAR RATE TAKES TURN FOR BETTER. The American Heart Association reports that the previous trend of rising deaths from cardiovascular disease among middle-aged men has been reversed fo the first time. The report said that a six per cent decline in ov all death rates for men 45 to 64 occurred during the decade 1950 t 1960. Despite this, however, a breakdown of overall statistics showed that the death rates for the most common kind of heart attack—the coronary—actually increased 4.3 per cent among middle aged men during this period. The real decrease in the death rate w accounted for by big dips in deaths from strokes, high blood pressure, and hypertensive heart disease.

WHAT WORRIES OUTDOOR RECREATORS? In January, 1964 the Citizens Committee on Natural Resources launched a campaign to get voters to write their congressmen in support of specified outdoor legislation. Here's what worries them: This year more than a million acres of American landscape will be engulfed by "urban sprawl." Already, according to the committee, many existing parks, beaches, and campgrounds are so overcrowded that families seeking the outdoors must be turned away. Within the next 35 years the population will nearly double and outdoor recreation demand will at least triple. The Citizens Committee feels that Congress must act now to set aside more of our remaining outdoor resources—or their availability will be greatly diminished while their cost becomes prohibitive.

WORLD 16 INCH CHAMPIONSHIPS. Sixteen Inch softball, which is only in its second year as a tournament event under Amateur Softball Association auspices will come back to its birthplace, Chicago, for the 2nd Annual 16 Inch World Softball Championships in 1964. The event which is scheduled for September 10-13, will be played on Chicago's Grant Park Diamonds.

BIG YEAR FOR TVA. The 1963 Annual Report of the Tennessee Valley Authority reveals that the value of recreational facilities at TVA-created lakes increased $15 million during 1963. The catch of sport fishes from TVA waters exceeded 16 million pounds and generated $41 million in local angling expenditures.



And Now—Industrial Archery Clubs

e of the most active industrial archery clubs in NIRA is sponsored the Kohler Co., Kohler, Wis. ***Above:*** Members shoot in tournament nt. ***Below:*** They examine target at novelty shoot in Kohler Hall.



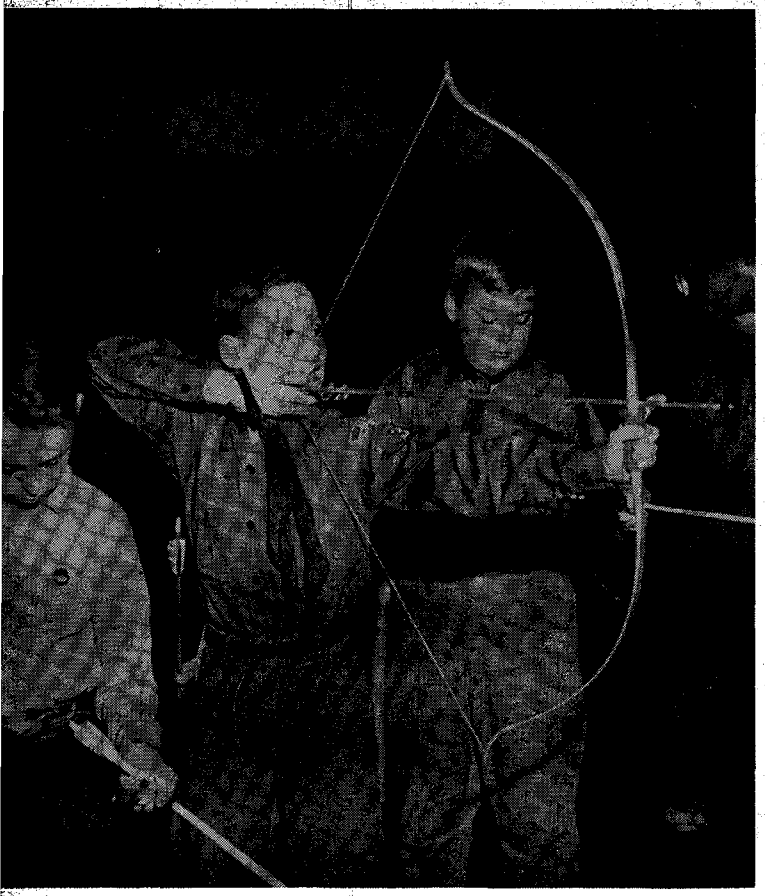
A few short years ago, if one had to pick a sporting goods field which would steal some of the thunder away from the giant bowling boom of the fifties, archery would have seemed one of the unlikeliest of unlikely prospects.

Yet if figures now being released by eminent sporting goods industry associations are a true indication, there is indeed an "archery boom" in the offing, and it is at least partially attributable to a contrived similarity between bowling and the bow—the development of automatic lanes.

The cause of the bowling boom was hands down the breakthrough in automatic pinspotters, and though archery sales have been on the increase for some time, it now seems evident that the development of automatic archery ranges is going to contribute to a new growth for the sport which will spark sales and increase participation immensely.

According to the figures just released, archery is one of the fastest growing participation sports in the United States. In 1946, it was estimated that there were 1,700,000 participants in the sport across the nation. In 1963, that figure had been pegged at 7,500,000 with well over half of the growth coming since 1960.

There are now more than 3,500 regional, state, and local archery clubs in the U. S., according to these reports, with more than 4,500,000 archers participating in tournament activities during 1963. In addition, more than 1 million archers went bow hunting last year.



The Kohler Co. also sponsors junior archery activities with full instruction and supervision by a member of the shop archery club.

—the same people who made possible the bowling, g
softball booms.

A number of NIRA member firms have already ex
interest in organizing archery leagues built around t
automatic archery range idea.

A survey completed in early 1964 and circulate
February gives a few insights. According to the surv
most all of the clubs responding expressed an inte
participating in the activities of commercial archery cen
patterned after the precedent which bowling set a dec
so earlier.

The archery manufacturers would be the first to adm
—as with bowling when mechanized pinspotters were
there are still a few bugs to be worked out of the comm
automatic archery range. However, most of the manufact
including Ben Pearson which appears to have the lead
field at the moment, are confident that the bugs can be w
out to the satisfaction of investors and archers alike.

At the 1964 convention of the National Sporting C
Association in Chicago in February, interest in the new
matics by potential proprietors was reportedly so high
manufacturers have fallen behind on their orders.

Automatic archery lanes feature electronically contr
targets that retrieve the archer's arrows and return the
pre-selected shooting distances at the touch of a button.
target is independently controlled from control console
cated behind the shooting line in each lane.

Many bowling lanes troubled with the prospect of ha
increasing numbers of open lanes are considering the p
bility of installing archery ranges.

In short, under pressure from the most ingenious inn
tion in archery since the crossbow, it now appears
archery is ripe for perhaps the greatest growth in the 50,
year history of the sport.

Archery has managed to become a $37 million industry per year, nearly doubling in volume since 1960.

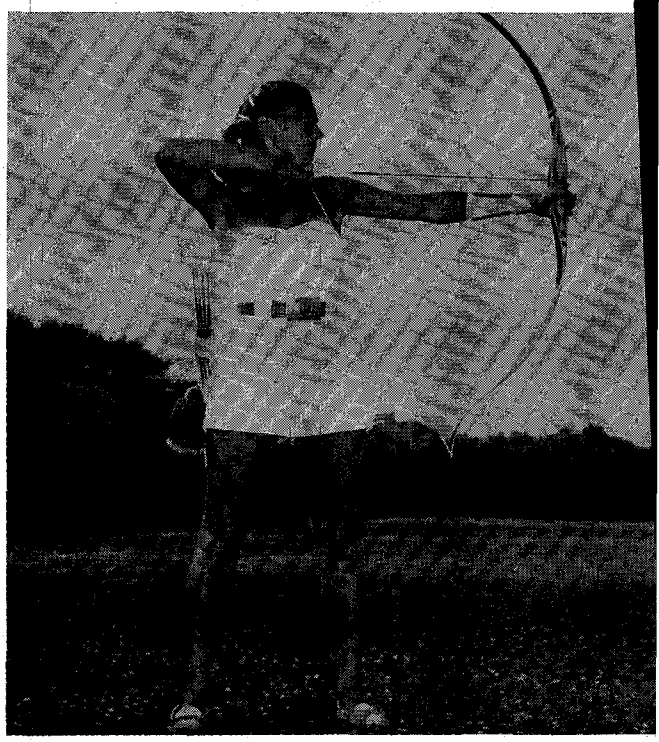
In world competition, the U. S. team—reflecting the country's growth in the sport—has won the combined world's championships five out of the last seven times.

In addition to the automatic ranges, at least two other factors are influencing the growth of archery. One is the fact that archery tackle no longer looks strictly utilitarian. The modern bow is as beautiful and ornamental as it is formidable, and archery experts say there's no telling what effect the sleek new look and feel of the weapons have contributed to their current popularity.

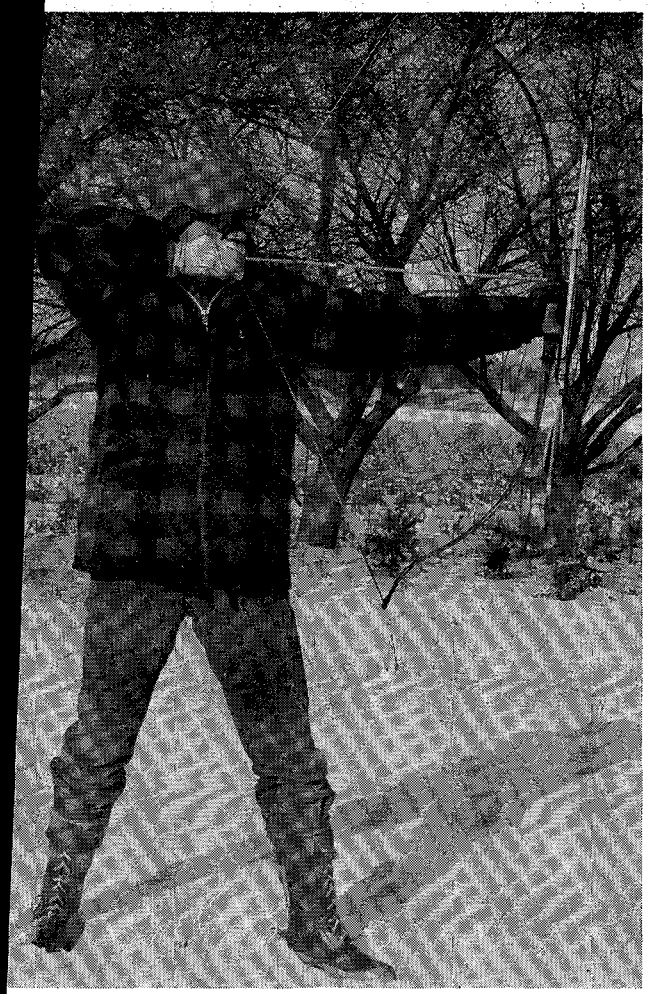
The second factor is the rise of archery in employee recreation. Something close to 150 NIRA member firms, for example, now have archery groups and more start every season.

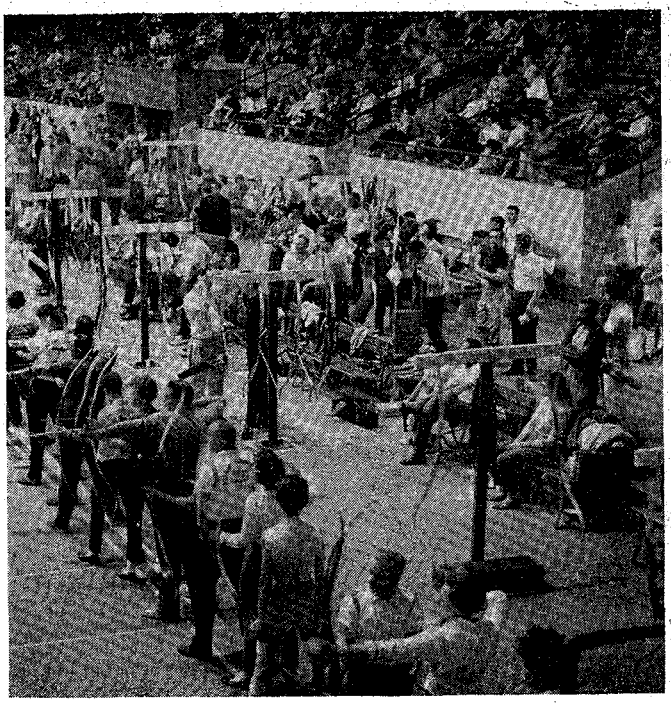
Particularly well represented are the companies in the aerospace and chemical industries with the following NIRA member firms now running full-fledged archery programs. General Dynamics (four plants), Boeing, North American Aviation, Rohr Aircraft, McDonnell Aircraft, Hughes Aircraft, Lockheed, American Potash, Dow Chemical, Eastman Kodak, Columbia Southern, Union Carbide and Pittsburgh Plate Glass. In addition many other NIRA firms have long since added archery to their industrial recreation arsenal.

Whether or not companies are progressive enough to establish an industrial recreation program which embraces archery, it is evident that if the current archery craze is to assume the proportions of a boom, it will have to draw its greatest enthusiasm and support from industrial employees



Archery is a sport with great potential for women, too. Here former worl champion Ann Weber shoots in 1960 National Archery Associatio Tourney.





The shooting line at the Ben Pearson open, where more than 700 entrants competed for national honors recently.

One of the most important factors in the resurgence of archery is the growing popularity of bow hunting. Here Outdoorsman Leo Rotelli, dressed for the bitter Illinois winter, goes after deer.

Announce Plans for First Annual Industrial Archery Tournament

At a top level meeting of recreation industry executives in February, spokesmen for the National Industrial Recreation Association and The Archery Institute endorsed a plan presented by NIRA to jointly sponsor an annual postal tournament for industrial archery enthusiasts, beginning in the current year.

Dick Gallagher, executive secretary of The Archery Institute, which is the operating arm of the Archery Manufacturers and Dealers Association, said in March, that a complete set of contest rules was being studied by key archery association executives and that subject to their approval, rules and entry forms would be circulated shortly to all NIRA member firms.

Membership in NIRA is a condition for entering the event, according to Don L. Neer, executive director. Interested firms can get additional information by writing NIRA headquarters, 203 N. Wabash Ave., Chicago, Ill. 60601.

The tournament will probably take place during the late summer. Like all other NIRA postal tournament events, the Postal Archery Tournament will not require employees to lose any time away from their jobs.

The tournament is as close as your nearest archery range, whether it be on company grounds or on commercial facilities. Employee archery enthusiasts will shoot on their own time, within a span of several weeks late this summer, and then send their scores to The Archery Institute for final judging.

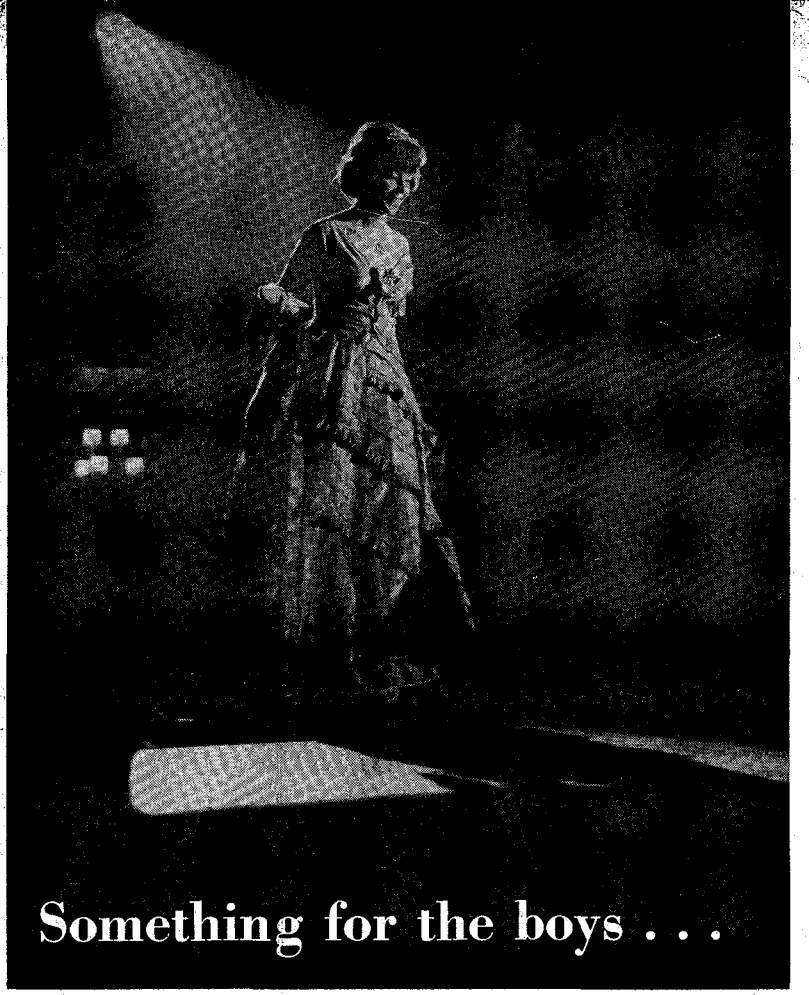
Scores must be verified by either the recreation director or the secretary of the employee archery club.

There will be individual and team awards for three places in the handicap and scratch divisions of the tournament—a total of twelve in all.

The national champion in the scratch event will be feted at an all expense paid trip to North Manitou Island to hunt deer.

The gamekeepers at North Manitou note that due to an exceptionally mild winter, the deer there will be more plentiful than ever in the fall of 1964, and predict that only the choosiest of archers will fail to "fill" on the first evening's hunt.

Watch for your entry forms and contest rules, and for the latest developments on the tournament, keep posted to R/M.



Cyrus McCormick's ideas about harvesting were a good deal newer when Virginia belles went dressed in gowns such as the one at left or the bustle-bottomed dress at right, both tastefully modeled here by International Harvester Co. General Office girls.

A CENTURY OF FAIR LADIES

With increasing frequency, NIRA member firms are staging musical revues, fashion shows, and theatricals with a strong historical flavor, and one of the most popular such productions now making the rounds is something of a blend of all three.

Among the firms which have produced shows with a strong historical flavor are three Illinois companies—Abbott Laboratories, North Chicago; International Harvester Co., Chicago, and Motorola, Inc., Franklin Park.

With the help of a professional writer/director, the Abbott Labs people produced an historical play about their firm last year. It's an approach which has proven popular with other companies.

The show which International Harvester Co. put on for more than 730 of its employees at Chicago's Palmer House last year was of the fashion show/musical revue variety—with a strong historical flavor to boot.

It was an attempt to help the employees identify with the mainstream of American (and Harvester) history, through song, narration, and a steady parade of pretty girls in fashionable clothes from the past. Everybody had a lot of fun in the process.

The International Harvester show, like the show which Motorola produced in late March, 1964 was written and directed by Jean McIlwain, a Midwesterner with a flair for theatricals.

Doing the Harvester show, she notes, was a particular joy for her because her husband had been an employee of the firm for many years.

Harvester, which has longstanding ties with the Midwest and indeed with the mainstream of U. S. agriculture, found it no chore to tailor the show to its own corporate history.

It makes for a pleasant evening's entertainment to watch the cute little secretary from accounts receivable parade down the runway in a ball gown first designed for a Virginia belle in 1831, or to see the file clerk from personnel records walk down in a waspish-waisted antique from 1872 (the year McCormick opened his factory in Chicago.)

Or maybe its the cashier from the cafeteria who with bonnet and duster recalls the passing of the horse and carriage and the advent of the automobile in the early 1900s.

It's essential to have a man narrate the historical part of this production, usually someone well known in the company, because when he talks about the girls it has an entirely different flavor than when a girl narrates.

When involved in the production of the Motorola show, Mrs. McIlwain noted that the corporate history approach was a little harder. Motorola is a company much younger than Harvester—and in fact the entire electronics industry isn't a great





n contrast with most of the fashions on display on the Century of Fair adies program, the IH girls undoubtedly felt most at home in the ones bove.



Above: Awaiting their cues, Harvester girls watch performance with moist palms. *Below:* Mrs. McIlwain puts girls through their paces during show rehearsal.



leal older than Motorola.

Therefore she tailored the Motorola show to U.S. rather han to corporate history, with much the same effect upon the employees—they loved it.

Mrs. McIlwain maintains her own large wardrobe for the shows she produces and she says that it's the work of many years of collecting, altering, and maintaining the antique apparel.

A show of this type doesn't take a particularly long period of time to prepare, though Mrs. McIlwain admits to spending much time researching and writing her narratives. The Harvester show, which utilized thirty girls who had never been on stage before, took the girls away from their jobs for a total of about one day.

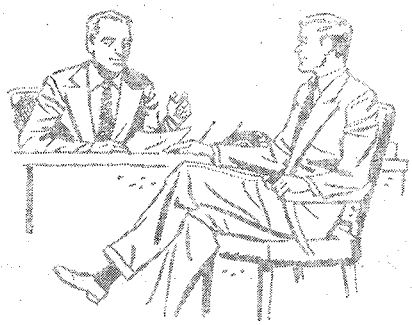
They were fitted into their costumes on an afternoon several weeks before the performance, and spent part of the day rehearsing on the date of the performance.

"You'd be surprised what you can get out of these girls with a little coaxing," Mrs. McIlwain says.

Have women changed with the fashions?, an admiring reporter asked Mrs. McIlwain after the International Harvester production last year.

"Definitely," she replied, "For example, I've never made a habit of collecting antique shoes to go along with my dresses. No modern girl could get a foot into them."







What Industrial Recreation Directors Can Expect from Industrial Editors

A man who is almost as important to the industrial recreation program as the recreation director himself, sits at a typewriter most of the day, batting out copy on a wide range of corporate topics.

He's a man with nearly as many hats as the recreation director and he must know a considerable amount about his company's business. For example, he may be called upon to explain what a new product will mean in terms of future profits, or how the complicated columns of figures in the annual report relate to the average employee.

He may be asked to editorialize on a ticklish point of management policy: why a profit sharing plan is being instituted to take the place of the old-fashioned Christmas bonus, for example, or why automation will not cause anyone to lose his job.

Some of the issues he writes about are so crucial, and the average modern firm so image conscious, that the industrial editor's pronouncements are usually subject to revision by numerous red pencils before they are finally ready for the press, and his thoughts on any particular issue usually coincide with the ideas of the industrial relations manager, the personnel director, and the public relations manager by the time his average reader gets them.

Industrial communications is not an end in itself—despite the awards for typographical and artistic excellence which many editors seek. It is rather a means of sparking interest in a program, or putting management's position on a sticky point in the best possible perspective.

So it is with recreation. The reasons behind the establishment of the recreation program are heartily endorsed by management. First, there's health; then the need to reduce dropouts and recruit top flight personnel; and finally the desire to keep company morale high. The plant paper merely provides the medium for the furtherance of these goals and recreation is hand in glove with communications as one means to achieve them.

There are at least two opposing schools of thought on what a company publication ought to be. The first is the product of the corporate planners of the "ivory tower" school, and the second the "grass roots" school of humanitarians who feel that an employee publication ought to be about employees.

The group which we here refer to irreverently as the ivory tower school are intent upon uplifting the level of thinking of the average employee, particularly when it furthers the aim of the company. At worst they make a concerted attempt at thought-control to the point of plugging candidates for political office, for example, or serving as a "puff sheet" for top management personalities. At best, this school publishes finely molded features about company history, policy and products, which often, however, go over the heads of most employees.

The other group would like the plant publication to be exclusively about employees. At worst they produce a publica-

n the level of a "gossip sheet." At best they feature interest articles about individual men and women em-s, as well as stories about groups of employees and their ts and activities.

st industrial editors are probably inclined to be of the tower school, because it requires more skill to write a piece" which is acceptable to management than to a chit-chat column.

the other hand every industrial editor knows that the s which are read *first* on publication day are not the ones bored long and hard to write, but the baby news in the tmental columns, and the bowling and fishing reports. d so the battle of communications rages, with no two anies tackling the problem in exactly the same manner, o two companies achieving the same measure of employee will as a result.

me industrial publications are entirely given over to the tower pronouncements, while others give their employees uicy morsels of gossip they seem to enjoy. Most publica-are a blend of both.

ne recreation director falls somewhere in the middle of struggle. Recreation can be a delightful change of pace for ndustrial editor and still help to achieve important com-goals—if the recreation director will help him raise the ect above the level of reporting bowling scores.

the nearly 400 company publications that now come ugh NIRA offices monthly are any indication, the gossip mn is on the way out and recreation topics are receiving e attention than ever before.

hose firms which do not feature recreation in the plant lication while espousing it as an important means of easing dropouts, keeping morale high, and so forth, are refusing to admit one basic fact—that advertising is important.

On the other hand, there are doubtless many industrial recreation directors who are at fault for not explaining their case for equal coverage to the industrial editor.

Having established that there must be a close working relationship between the industrial editor and the industrial recreation director, these in general are the ways in which you can improve your relations with him and his coverage of your program.

Serve as your own press relations man. This doesn't mean that you will have to learn how to write polished copy ready for the typographer. It does mean that you will have to become a fact gatherer of the first order and develop a special sense for news.

Look for the unusual angle in a story, the novel twist. Nothing is more boring to the company editor than last week's bowling scores.

On the other hand don't try to write the story yourself. Any self-respecting editor takes great pains to rework what is submitted to him—if only as a matter of principle.

The most important thing to remember is that the industrial editor is a man of great potential for good within the company, and in particular within your program.

He is a vital cog in an industrial relations machine which is designed to make the company function smoother and become a more humanized place to work.

He controls a communications vehicle which is worth untold thousands of dollars in employee goodwill to the company, and if you cultivate his interest, he can also be instrumental in putting your program across to a majority of the employees you seek to serve.



EXHIBIT HALLS

What They Are, How They Operate, And Some Tips On How to Use Them Well

The exhibit hall at a NIRA Conference and Buying Show usually contains the finest concentration of information, product samples, ideas, and business aids available to the industrial recreation director in any show anywhere.

The prospect for NIRA's 23rd Annual conference and Buying Show in Cleveland this May is that it will boast one of the best stocked exhibit halls in the association's history. Booth space for the first time has been completely sold out months in advance of the conference.

It is of extreme importance to the association, and to each one of the conference attendants, that considerable thought be given to the proper use of the exhibit hall.

For their part, the conference planners have been scrupulously attentive to the buying needs of the recreation director in designing into the program sufficient time for each conferee to make the rounds of the exhibit hall a number of times.

It remains only for the NIRA conferees themselves to plan their exhibit time well.

If you are an average recreation director, you doubtless find yourself shopping for a considerable amount of recreation goods and services during the course of the year, possibly for the company athletic program, or the Christmas party, or the company travel program. Therefore, you should be giving considerable thought to what you can gain by an intelligent use of the conference exhibit hall.

At a NIRA conference, you can combine the buying trips of an entire year—not to mention the countless hours of writing for and searching through catalogues—with a couple of well-planned swings through the exhibit hall.

Yet, it's a fact that not a large enough percentage of members in *any* association take the fullest advantage of this opportunity to study the products and services of their field at their annual meetings. This is not so much because of a lack of time at the meeting, as it is a lack of foresight and planning on the attendant's part.

At NIRA's conferences, the conferees have the advantage of having their meeting rooms in the same general vicinity as the exhibit halls, and work session schedules are so arranged as to allow maximum time with the exhibitors.

Shopping around for professional goods and services is, of course, just one reason for attending a conference. The conference gives you a chance to learn the answers to sticky professional problems from the formal addresses and the seminar sessions.

But having the chance to make valuable contacts with product and services people, and perhaps to shop for gramming aids and ideas, is an extremely important re for attending a conference, too.

Merely spending a lot of time around the exhibit ha not the way to do it either. The problem is how to get most out of the exhibits.

Therefore prior to attending the conference, make a lis the problems which have bothered you during the past y It may be wise to make notes on the particular companie individuals you want to contact for assistance.

Too often the conferee makes one quick spin around booths, picking up samples of almost everything which co within his reach. Seldom does he have questions, and of he waits until a period when representatives are not on ha to slip up and pick up items in which he may be interest

Generally speaking, a "two trip tour" around the exhi hall usually does the best job at the conference.

Trip one is a general swing through the exhibit hall which he gathers materials on a "once over lightly" ba noting individuals and firms with whom he may wish discuss matters later, or whose displays or products arou his interest.

Trip two is for getting down to details, going back selected booths, asking questions, discussing problems, e larging your library of literature on special interest items.

The exhibitor's representative is there to provide servic He is there to make sales, of course, and often does. But ju as important, he is there to answer questions and help yo with problems which may have developed in regard to h product or service.

If it can be said that at a conference the exhibitors have captive audience, the reverse is also true. The conferee ha a captive performer. Make him show you why his produc is superior, or why he can deliver a better service.

Still, be charitable to the exhibitors. They have gone t considerable effort and expense to come to the conference set up their show, and assign men to help you.

Load up with exhibitor literature. Gather it up, take i home where, after the hustle and bustle of the conference is over, you can mull it over and consider each one well.

In short, the exhibits at your NIRA Conference and Buying Show are not merely window dressing for your sessions on recreation, they are a definite and practical service to the NIRA member.



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NIRA 23RD ANNUAL CONFERENCE AND EXHIBIT

gistration fees: Members, $40 Non-Members, $50 Wives, $20

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SATURDAY, May 16

a.m. Registration
a.m. Seminar: "Employee Services Responsibilities"
5 p.m. Pro Football Hall of Fame Tour; "Fun on a Bus Demonstration"
4 p.m. Tour of Timken Co. Recreation Area
5 p.m. Reception and Dinner at Meyers Lake Park

SUNDAY, May 17

a.m. Registration
a.m. Exhibit Hall Opens: The Latest in Products and Services on Display
a.m. Opening Assembly, chaired by Wally Dowswell; Keynoters are Al LaGasse, Executive Secretary, AIPE, and Bud Wilkinson, former director, President's Council on Fitness
oon. Luncheons with Elections for Eight NIRA Regions
1:30 p.m. General Assembly: Chuck Kinsley, Eastman Kodak Co.
3:30 p.m. NIRA College of Employee Services begins: **Social Studies I**—Employee Health; Alcoholics Anonymous; Lose Weight Sensibly, Health Education. **Physical Education I**—Skiing, Camping, Water Sports. **Liberal Arts I**—Self-Improvement Clubs, Toastmasters, Music in Industry
8:30 p.m. NIRA Hootenanny

MONDAY, May 18

:30 a.m. Registration
a.m. **Social Studies II**—Style Shows, Dance Instruction. **Business Administration I**—Financing the Recreation Program, Records and Forms, Program Management. **Community Relations**—Community Projects, Youth Activities, Scouting, Welfare Services.
Noon. NIRA Luncheon. President Dowswell, Chairman. NRA Awards. Keynoter: Nicholas Rodis, Special Assistant for Athletic Programs, U.S. State Department
3 p.m. **Social Studies I**—Health Education, Alcoholics, Losing Weight. **Physical Education I**—Athletics, Camping, and Water Sports. **Liberal Arts I**—Toastmasters, Music in Industry.
8 p.m. Handicraft Workshop

TUESDAY, May 19

8 a.m. CIRA Breakfast
8:30 a.m. Registration
9:30 a.m. **Social Studies II**—Company Banquets, Dances, Professional Entertainment. **Communications I**—House Organs, Direct Mail, Person-to-Person. **Community Relations I**—Youth Activities, Public Relations, Education and Career Days.
11 a.m. General Convocation, Col. Don F. Hull, Executive Director, Amateur Athletic Union
11:30 a.m. Corporate Citizenship, Robert W. Nickels, Executive Vice President, Faultless Rubber Co.
3 p.m. Annual Meeting and NIRA Elections
6:30 p.m. Graduation Banquet and Floor Show, Chaired by the Association's New President.

NIRA Newsletter

VOL. 22, NO. 3 ©1964 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION APRIL

NIRA's Tournaments Now In Full Swing For 1964

As this issue of R/M went to press, the NIRA tournament program for 1964 was in full swing, with all indications pointing to higher participation in all events than in previous years. NIRA now sponsors (or co-sponsors with other participating organizations) eight national tournaments which are open to employees of member firms. The tournaments include Rifle-Pistol, Bridge, Bowling, Fishing, and Golf competitions. Most recently the association added Archery and Deer Trophy competitions to its roster of events.

During the past month, complete tournament information was forwarded to all NIRA member firms, telling how to enter their employee competitors.

Briefly, here is the current status of each of the NIRA events:

RIFLE—January-April. A postal tournament co-sponsored with the National Rifle Association for both individual and team competition. Awards for each 15 competitors. Top prize: expense paid mountain lion hunt in Utah.

PISTOL—January-April. Like Rifle, co-sponsored by National Rifle Association, with individual and team events. Awards for every 15th participant. Top prize: expense-paid trip to Camp Perry National Matches.

BRIDGE—(Deadline passed) A postal tournament co-sponsored by the American Playing Card Manufacturers Association. Awards on National, Regional, and Local basis. North-South and East-West winning pairs receive expense paid trip to Bermuda.

BOWLING—April 25-26. Charger Lanes, Ashland, O. Awards for team, individual, scratch and handicap competition. Cash prizes for every 8 entries. High individual wins an upright Whirlpool Freezer.

FISHING—May-July. Co-sponsored by American Fishing Tackle Manufacturers Association. Competition in 35 species of fresh and salt water fishing. No entry fee. Grand prize is fishing trip to N. Manitou Island, Lake Michigan.

ARCHERY—August. Postal tournament co-sponsored by The Archery Institute. Trophies and merchandise awards, with top winner sent on weekend deer hunt on N. Manitou Island, Lake Michigan.

GOLF—August 15-16. Purdue University, Lafayette, Ind. Four man team event with trophies and merchandise awards.

DEER TROPHY—October-December. Mule and Whitetail deer awards for best "rack" shot. Tournament co-sponsored with National Rifle Association. Special awards for each top rack in companies.

Briefly, this is the NIRA tournament story for 1964. For further information on any of the above write NIRA Tournaments, Suite 1518, 203 N. Wabash Avenue, Chicago, Illinois 60601.



INTERNATIONAL GOLF PRODUCTS
OAK BROOK 93, Illinois

'Tomcat' Scores With New NIRA Members

The Old NIRA Tomcat has making the rounds of potential mem and come up with some impressive sults after only a couple of months operation.

Tomcat is the most intensive NI membership drive in association hist —a grass roots effort with all NI members participating and with all w bring in new members eligible for pr awards to be given out at the asso tion's 23rd Annual Conference and E hibit in Cleveland, this May.

Among those NIRA members w have become bona fide Tomcats by s curing at least one new member f NIRA include:

Lon Binette, Charles Cunningha Frank Davis, Wally Dowswell, Ray G laugh, Bert Granville, Howard Hon ker, Martha Keehma, A. C. Kerby J Carl Klandrud, Ken Klingler, C LaGrave, K. J. Leonard, Dick Mitchel Vern Peak, Eugene Shine, and J. W Wright.

The Operation's record now stand at:

Bona Fide Tomcats	19
New Members	29
Members Pledging Action	34
Memberships Pledged	107

Membership Chairman Larry Deal recreation director for Inland Manufacturing Division, GMC, stressed that NIRA Tomcats now aggressively seeking new members should be equally concerned about curbing dropouts and bringing in renewals.

Operation Tomcat's results to date are just one indication of the potential which NIRA has among U. S. and Canadian firms.

RECREATION ROUNDUP

than 400 bowlers and 80 teams ated in the All-Events Bowling ment of **du Pont's** Savannah lant employee recreation associa- he bowlers competed for more 00 in prize money and a large of hams, gift certificates, and ickets to the Masters Golf Tour-

loyees and their children of **Mo-** Inc., Franklin Park, Ill., re- participated in a variety show for tients of a nearby veterans' hos- The program consisted of songs, original and some standard, and ber of dances. Also featured that g were gift envelopes for employ- the firm now on the mend at the al.

Clerc Gun Club of **Georgia-** eed Co., Marietta, Ga., started nter activity off with a bang when man team began a ten-week com- n in the U. S. Revolver Associa- pistol league. Special targets are each week and sent to the associa- headquarters for scoring. The Gun Club has already made plans nter the Postal Shooting Tourna- held jointly by NIRA and the Na- l Rifle Association later this year.

housands of **Link-Temco-Vaught** loyees in Dallas, Tex., participated "Christmas Basket" program this mber and reported giving aid to e than 580 families, including more 2,000 children. Donations were far e the goals set for employees with ly $13,000 collected for purchase of er baskets, stable food baskets, and ome cases toys to the needy families.

North American Aviation was the firm represented with a band at Third Annual Columbus (O.) In- trial Music Festival in February. The A Chorus was one of seven to par- pate, and for the first time the NAA ieland Band participated. Jack Best, member of Fred Waring's Pennsyl- nians, was guest conductor. The pro- m is entirely free, but seating was anged by tickets which were made ailable to participating groups and mpanies.

A language course in either French German will be offered to employees **Chemstrand Co.**, Pensacola, Fla. metime in the near future, the com- ny reported recently. Inspiration for e classes came from a class now being held in both languages for employees who are being sent to the firm's new Luxembourg plant. Hearing about the classes a number of other employees expressed an interest in taking the languages.

The Glee Club of the **Polymer Corp. Ltd.,** Sarnia, Ont., began its new season recently with a concert attended by more than 900 area music lovers. Featured in the program were hit tunes from Broadway musicals including West Side Story and Carousel. The singing group is 60 voices strong.

The Equitable Life Assurance Society of the U.S. made history of a sort recently when its inter-company basketball team played an exhibition game before a Madison Square Garden audience. They took on a stong **Metropolitan Life Insurance Co.** team before the New York Knickerbocker-Philadelphia 76'er pro clash. Unfortunately Equitable lost, but the two teams had set an interesting precident in the annals of industrial sports.

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NAMES IN THE NEWS

Roy E. "Pop" Ellington, recreation director of Kaiser Aluminum's, Ravenswood, W. Va., plant has been named to the executive board of the West Virginia Recreation Society, as chairman of the promotion and publicity committees.

Richard Littler has been named president of the Ford Employees Recreation Association. Littler succeeds Harvey C. Schippa, killed in an automobile accident in November.

John Tutko, of the recreation office of the Air Force Headquarters, was in Innsbruck for the Olympics as an administrative assistant connected with the bobsled team.

John S. Bowman, formerly executive secretary, International Association of Amusement Parks, has taken a position with Tamblyn & Brown, New York, a prominent fund-raising and public relations firm.

Steve Sinko, former Duquesne U. Football great, college coach and athletic director, has joined the Athletic Institute as eastern field representative.

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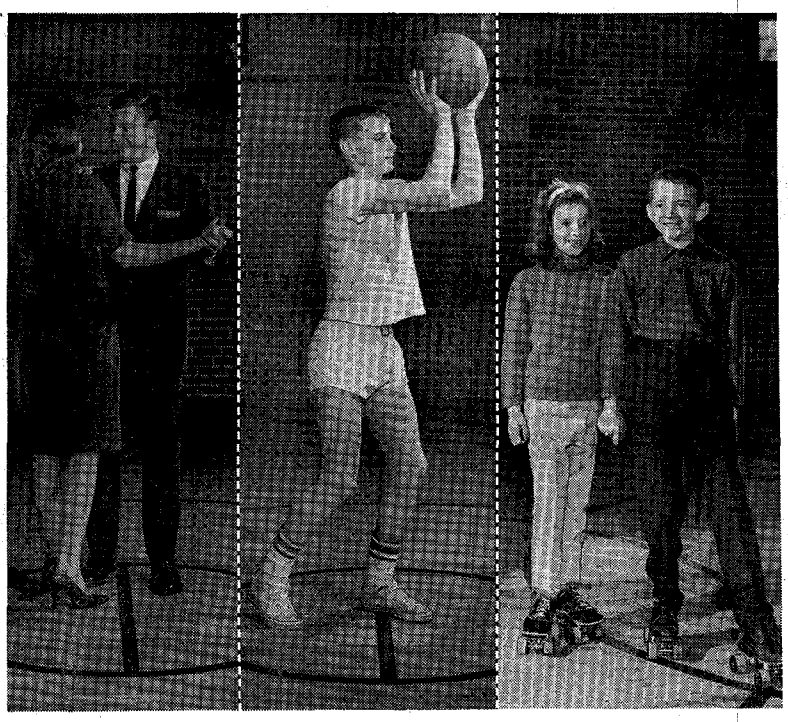
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Set up a Hillyard maintenance program for your floor. Start it with TROPHY. Care for it daily with Super Hil-Tone mop dressing to keep it in top shape for every recreational event. Write, wire or call collect for a trained Hillyard "Maintaineer" to serve "On Your Staff—Not Your Payroll" in planning that program.

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/ The Athletic Institute, Mer- Mart, Rm. 805, Chicago, Ill.

is another of the fine "How To e Your" Sport Series of booklets ed by the Athletic Institute.
booklet contains 72 pages, with pters entitled "The Sport and quipment"; "Pre-Ski Training"; irst Steps of Control"; "Traverse he Beginning Stem Christie"; el Turns" and "Tows, Lifts and

Institute now has a total of 27 booklets, each popularly priced cents.

Fishing

ORIGINS OF ANGLING / *by McDonald. Doubleday & Co., Inc., Madison Ave., New York 22, N.Y.*

me Juliana Berners, by legend a and a noblewoman, is believed to e first person to have published say on sport fishing.
this book, author McDonald "At- s to solve the mystery of the sport- nun and her pioneering work, and ing the message of the treatise it- which is still one of the finest s on angling, into modern idiom sharp focus for the contemporary tsman's appreciation."

Fishing

H AND FISHING / *by Maynard ce. Meredith Press, 1716 Locust et, Des Moines 3, Iowa. $7.95.*

This is a handbook of how, when, where to fish in any season. It uld hook every member of the nily, from the most experienced gler to the beginner.
Armchair fishermen will enjoy look- at the oil paintings of 80 species fresh water fish, and the myriad, orful photographs and sketches that ver everything from catching fish to oking them.
Starting with seven vacation trips for milies, author Reece proceeds through mplete discussions of fishing tackle, here to catch fish, times for fishing, entification of fish, and cleaning and oking them.

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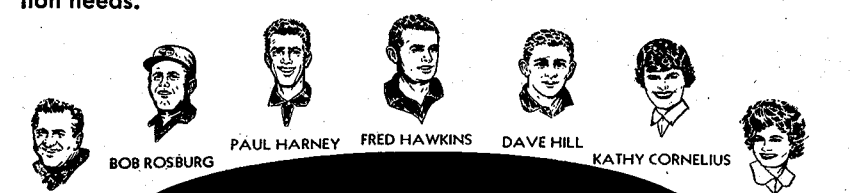


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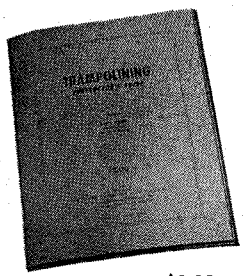
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POPULAR SPORTS SUBJECTS

- APPARATUS ACTIVITIES for boys and men
- ARCHERY
- BADMINTON
- BASEBALL
- BASKETBALL
- BOWLING
- CAMPCRAFT
- COMPETITIVE SWIMMING
- DIVING
- FENCING
- FISHING
- GOLF
- GYMNASTICS for girls and women
- ICE SKATING
- JUDO
- LIFESAVING
- SKIING
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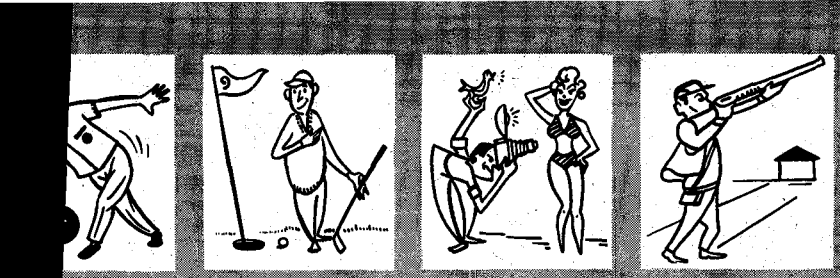
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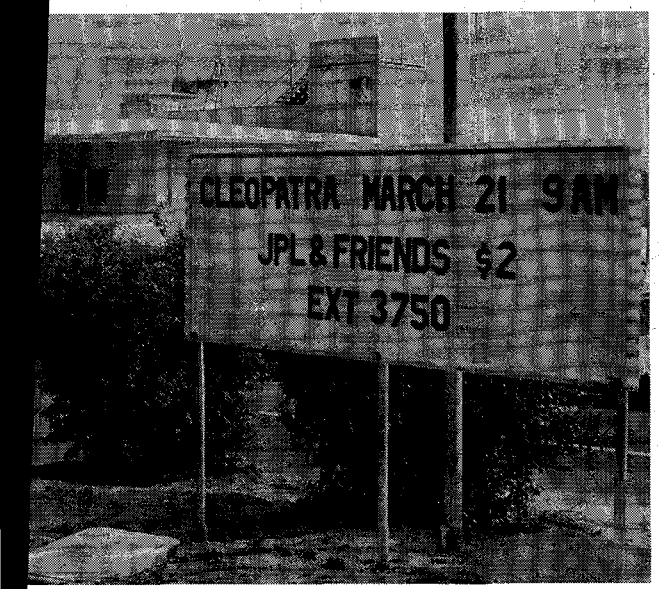
THE Athletic Institute

A NON-PROFIT ORGANIZATION DEVOTED TO THE ADVANCEMENT OF ATHLETICS, RECREATION AND PHYSICAL EDUCATION



IDEA Clinic

dvertise Your Program Out-Of-Doors?



lsewhere in this issue R/M carries a major feature on communications, dealing primarily with company publi-ions. But communications encompasses much more than st the printed words in an employee newspaper. There are ny other media.

At least four General Motors plants in three states, for ex-ple, are served by radio stations which broadcast GMC news d features on its early morning broadcasts.

Many recreation directors and industrial communicators el that the bulletin board, though a bit old-fashioned, is still major news disseminating medium, as is the more modern blic address system in common use in many plants.

One NIRA officer confided to R/M recently that the most ffective means of getting the news about his program spread round was good old word-of-mouth.

While most of these news media (with the possible excep-on of the radio broadcasts) are now in common usage by ost of NIRA's members, recreation directors and communi-ations men have been slow to seize upon the medium of out-oor advertising, long a favorite of those who wish to reach a 'mass" market.

One company which did seek to improve employee com-unications by advertising out-of-doors is Jet Propulsion aboratories, Pasadena, Calif.

The company installed three outside billboards for the specific purpose of publicizing the recreation program and chose three spots on plant grounds where pedestrian and automobile traffic is particularly heavy.

Stan Locke, executive manager of JPL Employees' Recreation Club, said the most important considerations in constructing the board were keeping the cost down, maintaining a pleasant appearance, and still keeping the billboards as flexible as possible.

Several of JPL's employees undertook the design and construction of the boards as a volunteer project. A JPL senior technician drew up the plans and supervised the fabrication of the signs.

Essential to the construction were 37 feet of tubular aluminum, cut and welded into a rectangular framework with three legs extending into the ground.

A 7½ x 3 foot piece of steel sheeting, painted to withstand the weather, serves as the sign's front with a corrugated sheet of opaque plastic used to back it up.

The signs are set three feet off the ground and the legs constructed to fit into a 2-inch pipe set into the ground so that the sign can easily be removed for repair.

Stan says that he purchased a font of 6-inch black letters for approximately $65 and that he uses strips of magnetic rubber tape to affix the letters to the metal sheet.

Cost of the signs, according to Stan, were about $50 to $75 each, exclusive of lettering. He notes that his communications program has helped improve participation in the events that JPL sponsors.



HANNA MANUFACTURING CO.
ATHENS, GEORGIA



LET'S TALK TRAVEL

NEWS AND VIEWS ABOUT ORGANIZING AND RUNNING EMPLOYEE GROUP TRAVEL ACTIVITIES, INCLUDING SHORT AND EXTENDED TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF INT

New, Lower Excursion Fares To Spur Group Travel

There were some who felt that the recent decision by the International Air Transport Association and *most* of its member airlines to decrease the excursion rate on the North Atlantic route would severely cut back the group travel activities of industry while increasing the expenditures of employees for "non-group" travel abroad.

The basic reason, they said, was that employees would be unwilling to pay charter or group rates now because they could achieve greater savings by "going excursion" at almost any given time during the year.

Employee group travel mentors countered with the suggestion that the novelty of traveling with one's fellows would still be a great drawing card for industrial group travel, and also that employees would still realize a savings on the land portion of the trip by traveling as a group.

Now in addition to these reasons it appears that the new excursion rates—far from acting as a deterent—are themselves going to be the cause of a group travel boom, because in effect they have simply done away with the old-fashioned "25-or-more" limitation placed on groups who wanted to fly to Europe.

Now, for example, instead of sending a single charter tour to Europe each year, recreation directors are seen as arranging a series of smaller tours with distinct itineraries to separate destinations.

The net effect to the recreation directors are trips for the employees which are much easier to arrange than a full plane tour of Europe and which will encourage a much greater participation in company travel activity.

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Pittsburgh Plate Glass Runs Unique Travel Club

One NIRA member firm whic going the employee group travel in a big way is Pittsburgh Plate Company.

Best identification card any vacat ing PPG employee can carry toda the Travel Club card. It's opening nomical doors to fine accommodat at resorts and recreation centers in U.S. and Canada.

With more than 16,000 club ca issued to date, members stand ready save money, for example, at 12 popu Holiday Inns stretching from Mont to San Juan and as far west as Ozarks.

Other participants in the PPG tra club include 35 Hilton Hotels a Inns, Avis Rent-A-Car, and several sorts and lodges.

These advantages—with many mo to come—are available now to PP employees. Special arrangements are b ing worked out with a long list of PP customers and suppliers to honor t PPG Travel Club membership card wi assured rates and a warm welcome.

PPG Travel Club membership car are available through the PPG perso nel department. Only PPG employe are eligible.

All savings and benefits go to th PPG employees, and neither the com pany nor anyone else gets a commis sion on these arrangements.

The firms which are participating i the PPG Travel Club are all users of th company's architectural, building an maintenance materials.

PPG feels that employee patronage o these firms is a means of cementing existing account relationships as well a giving employee travelers a break.

ALPHA INTERNATIONAL
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International Conventions
urope and Middle East Travel Specialists • Overseas Company: Turviaggi Travel Org.
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USANDS OF GM EMPLOYEES TO VISIT WORLD'S FAIR THIS SUMMER

e New York World's Fair is the outstanding stimulus to employee travel programs that has ever hit ral Motors.

oup excursions have been arranged many of the major manufacturing s where General Motors plants are d. Included in this long list are oit, Lansing, Pontiac, Flint and d Rapids, Michigan; Milwaukee, onsin; Anderson and Indianapolis, na; Buffalo, Rochester, Syracuse Lockport, New York; Chicago, Illi- Cleveland, Dayton and Cincinnati, ; Oshawa and St. Catharines, On- , Canada.

In addition to the major cities mentioned above, plants in many smaller nearby towns have been included in the special charter air flights as well as bus and train excursions.

Six different airlines are providing service for charter flights, with four railroads and at least four bus companies handling other overland excursions.

Most tours are sponsored by local activities clubs such as Girls' and Men's Clubs, Recreation Associations, Rose and Management Clubs.

For air travel a wide choice of excursions are available to employees at most locations, beginning with weekend flights and including other combinations such as 3-, 4-, 5- and 7-day trips. Except for cities which are located in the eastern part of the country, practically all of the bus and train excursions are of a week's duration.

The January-February issue of RECREATION MANAGEMENT contained much valuable information which tour organizers found to be most helpful.

As of the first of April, capacity at some locations had already been sold out. In others, reservations were coming in at a rapid clip. In Detroit, for example, over 2,100 reservations had been received, Flint had more than 900, a 300-passenger train from Anderson, Indiana (Delco-Remy Division) was sold out weeks ago and the AC Spark Plug flights from Milwaukee were sold out within two weeks of announcement. At other locations it is expected that the first week of hot weather will bring a flood of reservations to fill all remaining unsold spaces.

In addition to the package excursions, other thousands of GM employees are taking advantage of "independent traveler" packages which have been prepared through local travel agencies.

There is little question about it, travel is the biggest recreation project for GM employees in 1964. In addition to the World's Fair excursions, several locations have scheduled flights to Hawaii and Europe; and, of course, there will still be the many other thousands who will tour parts of the United States and Canada by automobile "on their own."

NIRA Travel Council Profile: T W A

David E. Midgley, serves the NIRA Travel Council as the representative of Trans World Airlines.



MIDGLEY

TWA, one of two American air carriers which are members of the council, is the world's second largest airline serving the United States, Europe, the Middle and Far East.

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POSITIONS WANTED

Desire position in recreation field. Army overseas division for past year as staff sports director. Background includes coaching, physical education and recreation supervision. Also newspaper work. Many athletic skills. College degree.
Box #61—RECREATION MANAGEMENT

Young man recently graduated from college with B.S. in recreation desires position with industry. Single. Age 21. Salary and type of position open.
Box #78—RECREATION MANAGEMENT

Young man with degree in recreation seeks employment in industry as recreation director. $100 a week, acceptable salary. Age 21. Single.
Box #85—RECREATION MANAGEMENT

Man with liberal arts and group work education seeks position as recreation in industry. Chicago location preferred. Married. Two children. Salary: $6,000.
Box #87—RECREATION MANAGEMENT

Man with excellent recreation background as special services officer, U. S. Army, seeks position as recreation director, major industrial corporation. Married. Three children. Age, 48. Salary, $6,500.
Box #88—RECREATION MANAGEMENT

Man with background in municipal recreation management seeks position in industry. M.E. degree in Administration. Age, 39. Married. Two children.
Box #89—RECREATION MANAGEMENT

Recreator, 39 years of age, 16 years in municipal parks and recreation with last seven years as chief administrator. B.S. degree in physical education and recreation with M.E. degree in administration. Experienced in personnel management and public relations. Married, two children. Sal. $8,500. Resumé furnished upon request.
Box #90—RECREATION MANAGEMENT

Young Man with B.A. in recreation and physical education seeks position as industrial recreation director. Former Air Force officer. Full time experience in municiple recreation. Married. Four children. Age 28. Salary, $8,500.
Box #95—RECREATION MANAGEMENT

Young man with ten years experience in recreation management seeks position as director of employee benefits and/or services program. B.S. from U. of New Hampshire. Married, four children. Available immediately. Salary $10,000.
Box #97—RECREATION MANAGEMENT

Young man with more than ten y
perience in industrial personnel/re
work seeks new position in industr
ried, 3 children. Salary, $8,500.
Box #98—RECREATION MANAG

Young man with recent M.S. in re
administration seeks position as in
recreation director or assistant in Los
area. Also served as municipal recrea
rector. Age 28. Unmarried. Salary, op
Box #99—RECREATION MANAGE

Man with recent B.S. degree in recreat
sires position with industry. Single.
Salary, open.
Box #100—RECREATION MANAGE

Man with B.S. in recreation and experi
municipal field seeks industrial recreati
sition. Married. Age 27. Salary, $7,500.
Box #101—RECREATION MANAGE

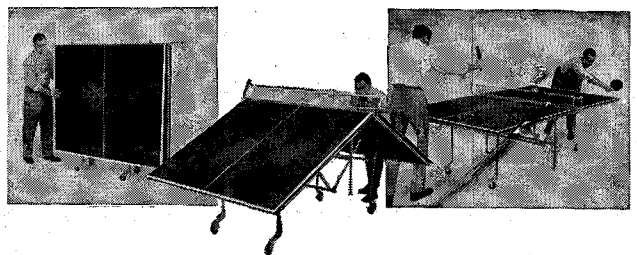
Young man with M.A. in recreation
position as assistant to the recreation
tor. Married, one child. Age 28.
$6,500 to 7,500.
Box #102—RECREATION MANAGEM

Young man with B.S. in physical edu
seeks position as industrial recreation dir
Ten years experience in the field. Ma
one child. Age 28. Salary, $6,800 to 7,2
Box #103—RECREATION MANAGEM

Recent graduate with B.S. in physical
cation seeks recreation position with s
accent on sports. Married, one child. Ag
Salary, $6,000.
Box #104—RECREATION MANAGEM

anywhere — any time

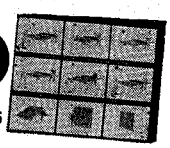
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Write today for brochure detailing both USGH group plans

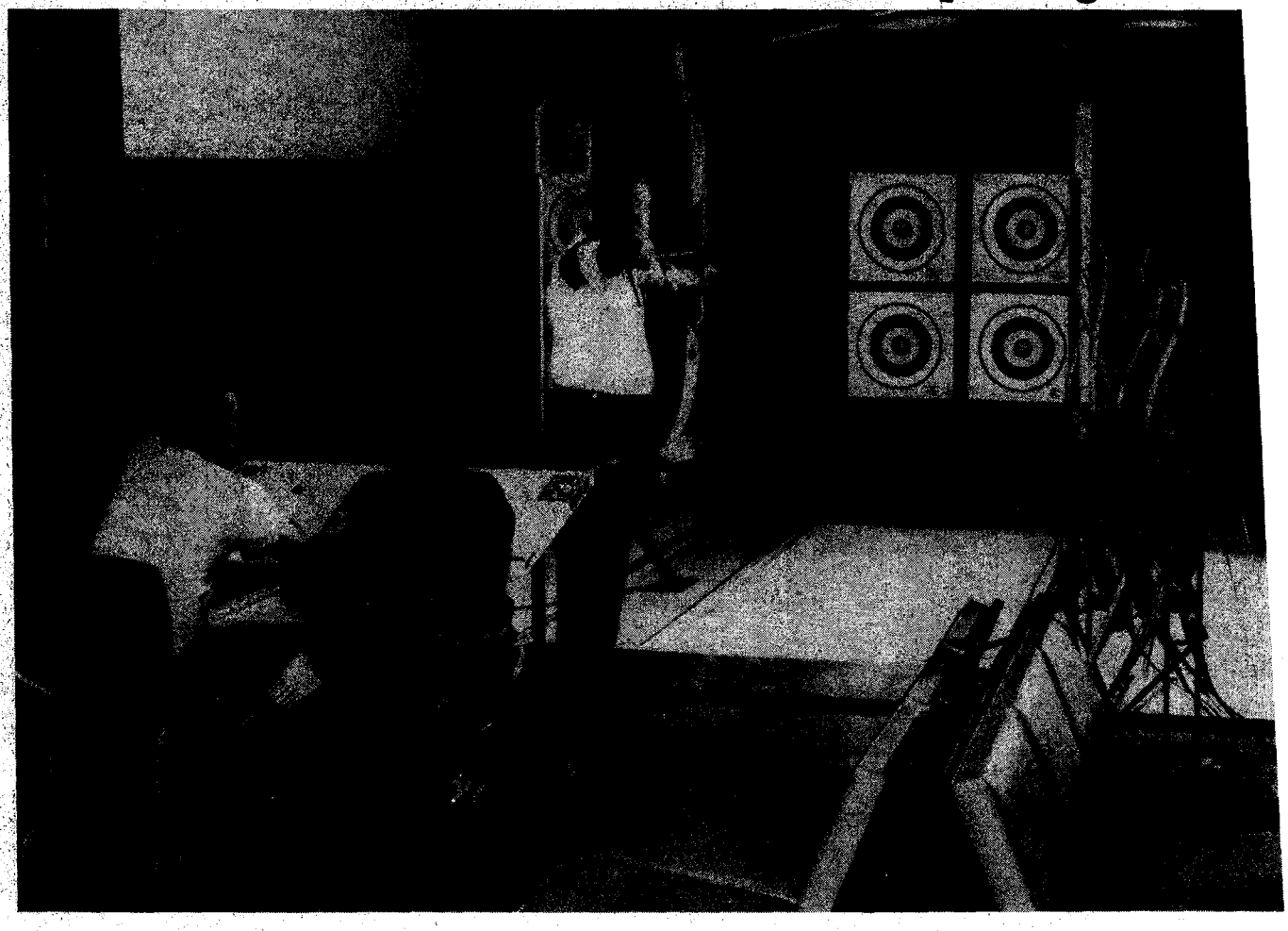
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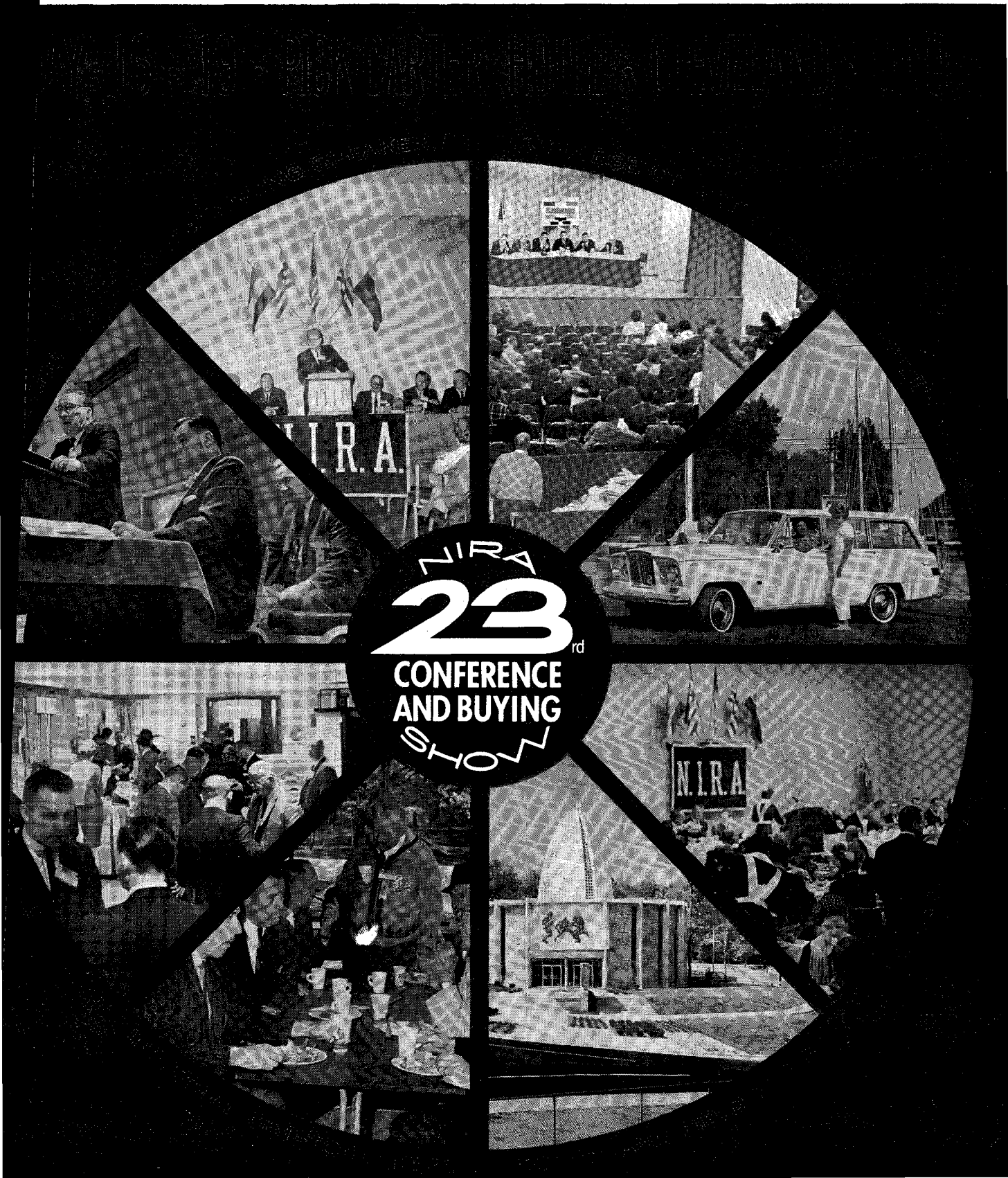
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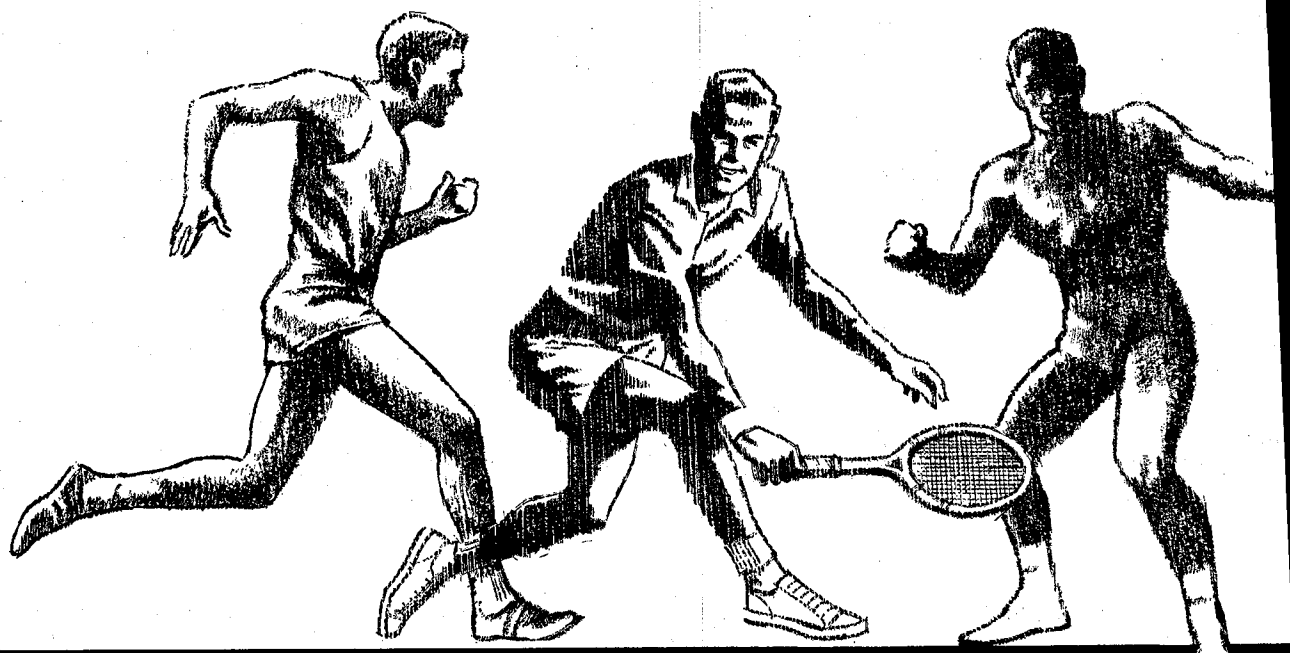
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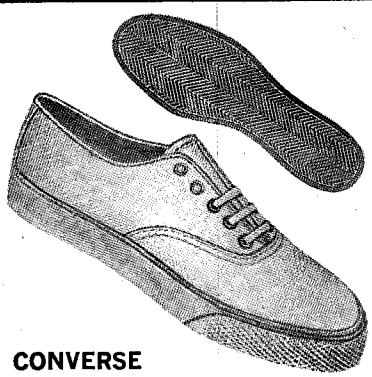


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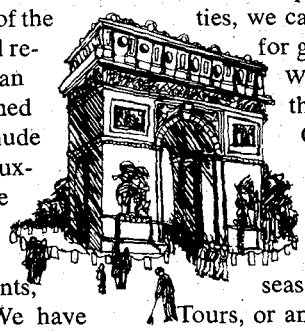
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These are but two of the great group tour ideas from American Express. Thanks to our worldwide facilities, we can arrange tours anywhere in the world for groups of any size.

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If you don't want to wait until the Conference, you can call the American Express Travel Division in New York at WHitehall 4-2000, Dial Code 212, or mail the coupon below.

Mr. K. J. Farley, Group Sales Manager
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- ☐ Overseas Reunion Tours for Veterans of the ETO
- ☐ Packaged Group Tours to the World's Fair and New York
- ☐ Other: _____
  (Area of interest—e.g. Caribbean, Hawaii, etc.)

Name _____

Organization _____

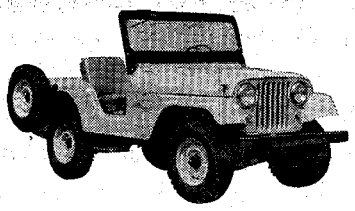
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Please send me your free suggestion list of "Golf's Greatest Prizes." My budget is

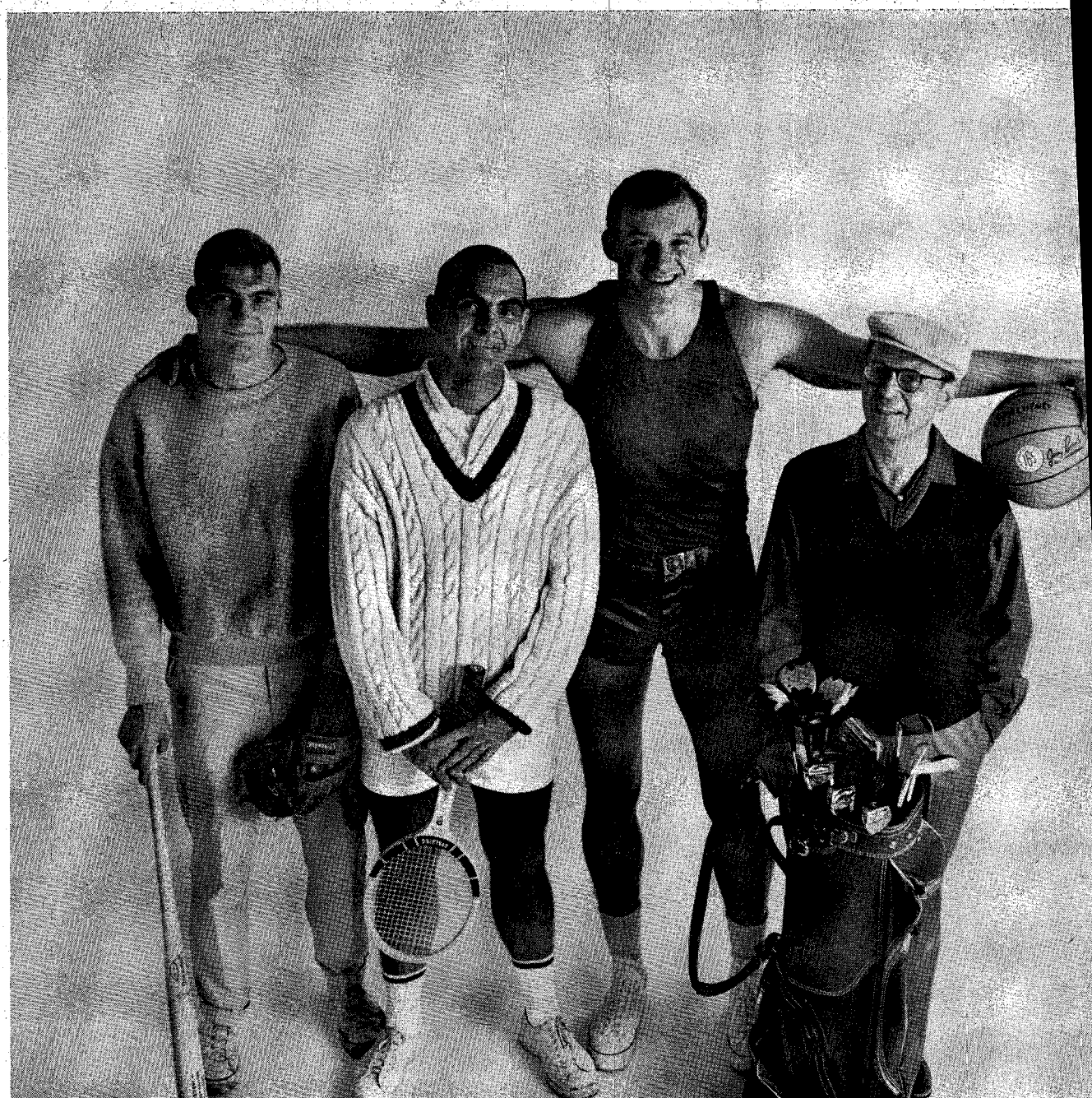
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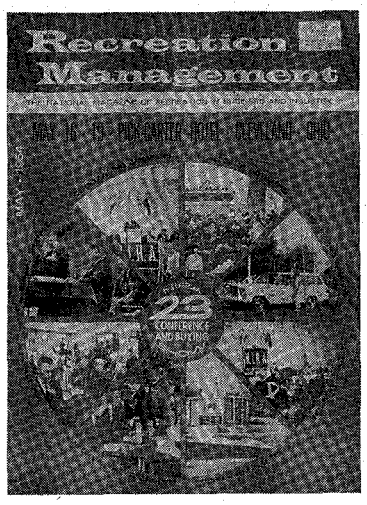
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MAY 1964
Volume 7, Number 4



The industrial recreation field's only annual conference and buying show, sponsored by NIRA, kicks off on May 16, in Cleveland.

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signs of the times...

TREND TO BETTER WATER SPORTS FACILITIES. The American family's steadily increasing participation in water recreation has led reso and vacation areas to provide their guests with greater and bette boating facilities, according to the Outboard Boating Club of America. Hundreds of privately owned resorts have built modern ramps for the boatman who brings his own craft. Geographical regions and even entire states are developing well-planned programs to attract an increased share of the tremendous vacation-on-the-water business.

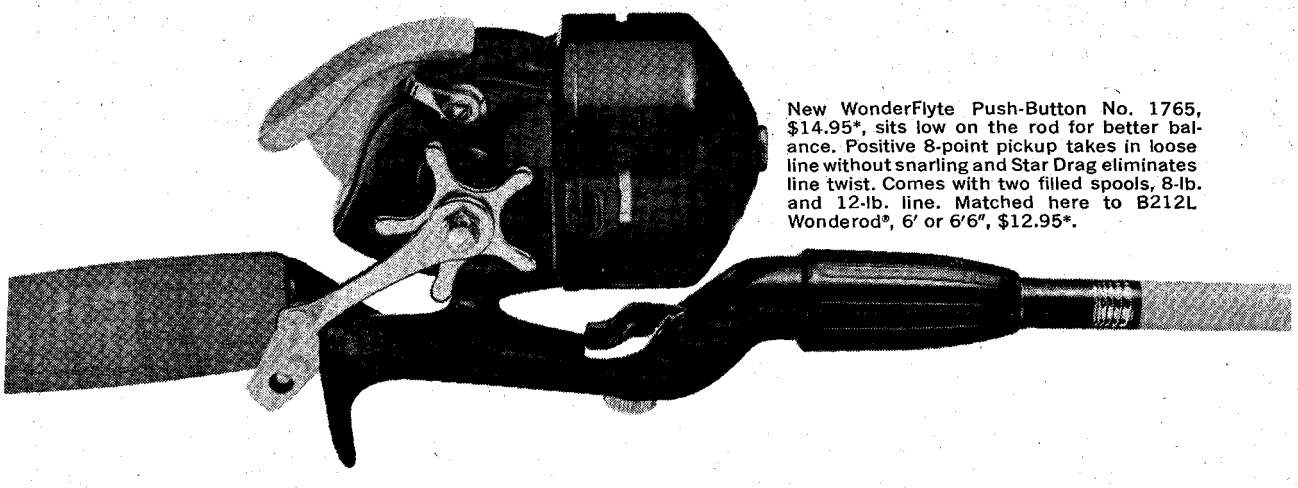
COAL FIRM PURSUES 'GREEN EARTH' POLICY. Too often, according to the Peabody Coal Co., the public thinks of a surface coal mine as a place full of towering piles of barren rock and dirt surrounding unsightly holes in the earth. But the Peabody Co. initiated Operation Green Earth to combat this impression, and when a coal area is mined out, a complete land use study is made in cooperation with land reclamation associations, forestry groups and geological experts. With their reclamation program worked out, new recreation areas, including man-made lakes, camping sites, and hunting and fishing preserves are installed. Thousands of acres have been reclaimed in this way.

INDUSTRIAL SPORTS IN ENGLAND. Industrial sportsgrounds are a powe ful social force in the life of the industrial community, in the opinion of the athletic director of Rolls-Royce, Crewe, Cheshire, England. Almost every private industrial firm and all of the nationalized industries in Britain have their own sportsgrounds. T vary according to the number of persons employed by the firm, and they run from five to two hundred acres in size. Perhaps the most popular form of athletics engaged in by British industrial athletes is "football"—otherwise known as soccer or Rugby.

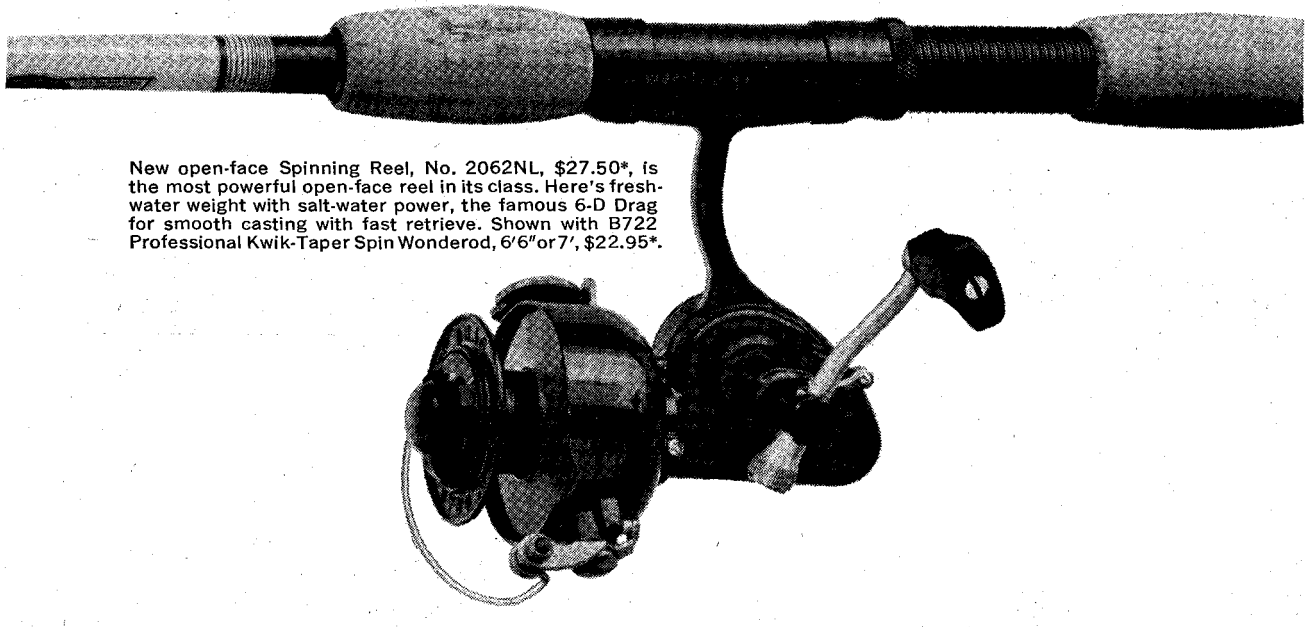
FISHING TACKLE CONTINUES ITS BIG GROWTH. Dollar volume of fishing tackle shipped by U.S. manufacturers to wholesalers and retailers in the 50 states set an industry record during 1963. The American Fishing Tackle Manufacturers Association estimates the retail value of shipments was $265,490,000 last year, an increase of eight per cent over 1962, and an increase of 6.2 per cent over 1957, the industry's previous record year. AFTMA, which co-sponsors an annual fishing tourney with NIRA, says its members account for approximately two-thirds of the dollar volume of domestic equipment sold in the U.S.

SPORTSMANSHIP IN ATHLETICS. A physical education instructor at State University of New York recently raised again the awful question of whether U.S. athletes are being taught such sportsmanlike qualities as honesty, wholesome rivalry, gracious acceptance of the contest's results, or whether their coaches imbue them with an all-out desire for victory at any cost, which causes them to lose sight of all other values. There is a feeling, he says, among many educators that unless the quality of sportsmanship displayed at amateur athletic contests is improved, the social contributions of sports to the development and maturation of competitors and spectators alike will soon be reduced to nothing.

SEEK TO IMPROVE HUNTING IN LEAP YEAR. Some civil service office girls in Petersfield, England, asked their union to help prevent their employer from appointing a married man to a vacant department-mental job. The girls admitted they had marriage in mind.



New WonderFlyte Push-Button No. 1765, $14.95*, sits low on the rod for better balance. Positive 8-point pickup takes in loose line without snarling and Star Drag eliminates line twist. Comes with two filled spools, 8-lb. and 12-lb. line. Matched here to B212L Wonderod®, 6′ or 6′6″, $12.95*.



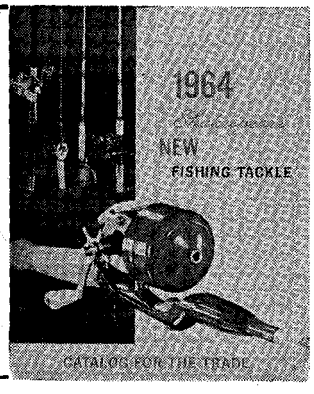
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And here are 52 pages with more.



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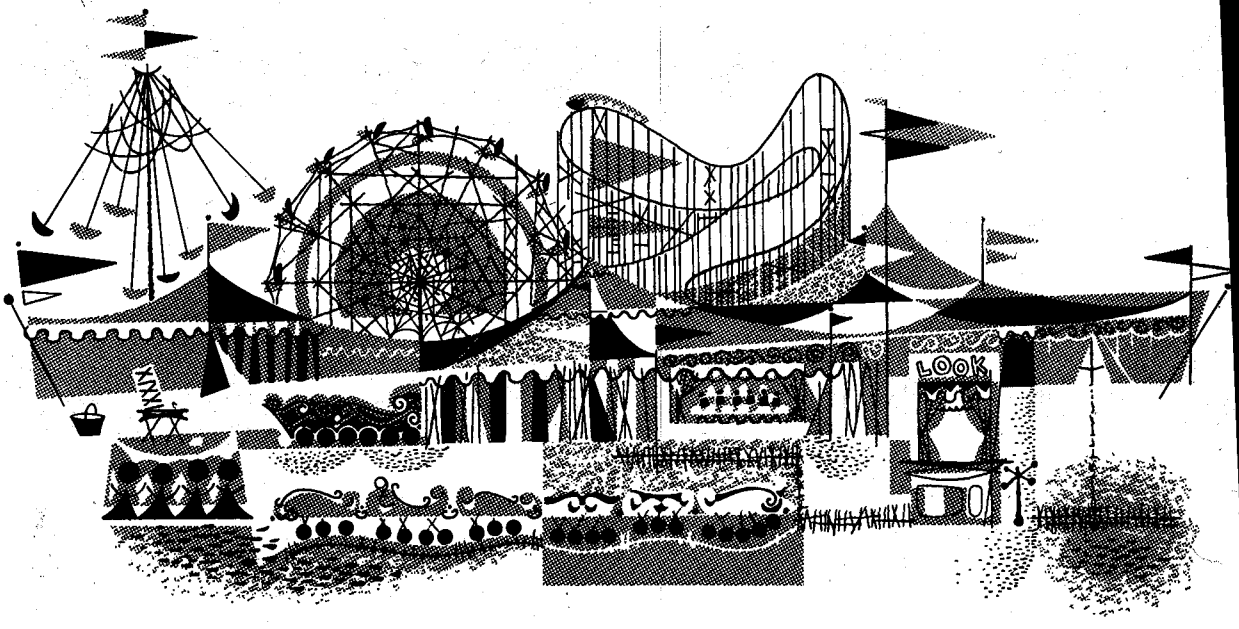
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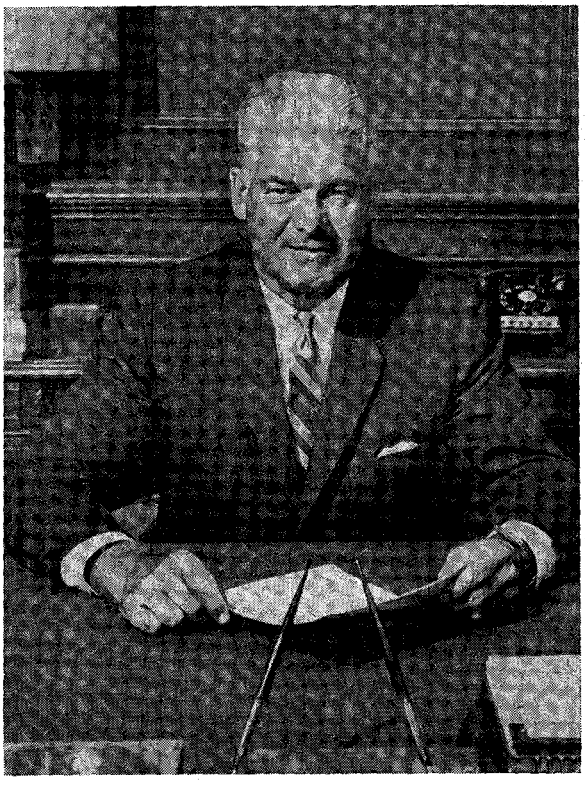
The International Association of Amusement Parks Congratulates NIRA

on the completion of 23 years of service to recreation and invites business and industry to follow the example of many of NIRA's 900 recreation directors by holding their outings at IAAP approved amusement centers.

FAMILY FUN FOR EVERYONE
IAAP

STATEMENTS OF THEIR CONVICTIONS ABOUT THE VALUE OF RECREATION FOR THE AMERICAN WORKER BY THE NATION'S CIVIC AND BUSINESS LEADERS

SOMETHING FOR EVERYONE



by Russell DeYoung
President
The Goodyear Tire
& Rubber Company

omething for everyone" has always been the philosophy of Goodyear's recreation program, which was organized tly after the company was founded 65 years ago.

Ve consider a broad company-wide recreational program long-term investment. Activities help to give the indiial status and recognition, and provide a means for him ecome acquainted with many employees outside his work .

hey help to draw his family into company life. They ribute to morale and to the development of a well-ded, satisfied employee—key factors in productivity.

Akron there are more than 50 activities, sports and s in which employees, retirees, or members of their lies may partake. Similar activities are conducted at our estic plant locations, although bowling and golf are by the most popular.

or the past two summers, in response to the late Presi- John F. Kennedy's interest in physical fitness, the com- has sponsored a body-conditioning program for young- . Goodyear also has traditionally provided recreational ities for retired employees, whose allegience to the com- is a source of deep pride to us.

ighlights of the year for the employee and his family alike are the annual picnics and the Christmas parties, instituted years ago at most plants.

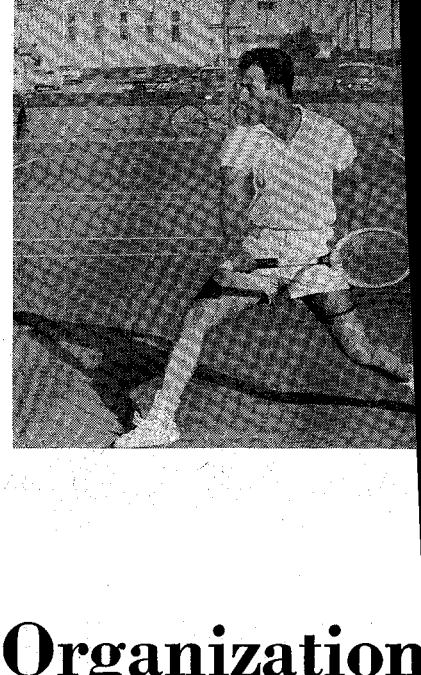
Turning to the community's youths, the company began sponsoring its first Boy Scout troop half a century ago. Today it is the largest industrial sponsor of the Scout movement in the world, supporting 50 programs in the United States and foreign countries.

Earlier this year, we observed the 50th anniversary of the company's basketball team, a member of the Midwest Industrial League. The teams have provided excitement and a high caliber of basketball for the thousands of spectators who have attended the games through the years.

The Goodyear Musical Theatre, which produces two top Broadway shows a season, provides an outlet for Akron area employees and others who enjoy light-hearted entertainment. Many members of the cast, incidentally, are dedicated employees who devote hours of time and talent to this amateur stage group.

We were indeed proud to receive the Helms Foundation Award last year for our company-wide recreation program. We feel that a diversified selection of activities for employees and members of their families is the fiber that joins our people into a well-knit, friendly group—on and off the job.

Because they are the only employee group ever to walk off with championships in two NIRA tournament events in a single year, R/M asked the BERA's current president, John P. Binnington, to tell its readers about his program. Here is a summary of his report.



BERA sports enthusiast backhands one on private courts at Brookhaven.

BERA: The Only Organization
Two NIRA Championships i

BERA officials admit that their program is heavier in the arts than most industrial recreation programs, yet the Brookhaven scientists, engineers, and technicians seem to prefer it that way. They also have a full-fledged sports program and boast a gymnasium, a swimmnig pool, tennis courts, and baseball field. Here BERA thespians perform in *Arsenic and Old Lace*.



RecreatIon at Brookhaven National Laboratory, Up L. I., N. Y., is spelled with a capital "I"—for credible. The Atlantic Ocean is just four miles away, Long Island Sound only nine. And according to sources Brookhaven, nearly every recreation known to man is av able to employees there in less than sixty minutes.

With round-the-clock recreation so easily available fr *outside* sources, it would perhaps be expected that a recr tion program for the three thousand employees at B would be hard pressed to survive. Yet the opposite is true, evidenced in part by Brookhaven's avid interest in the tional programs run by NIRA for employees of memb organizations.

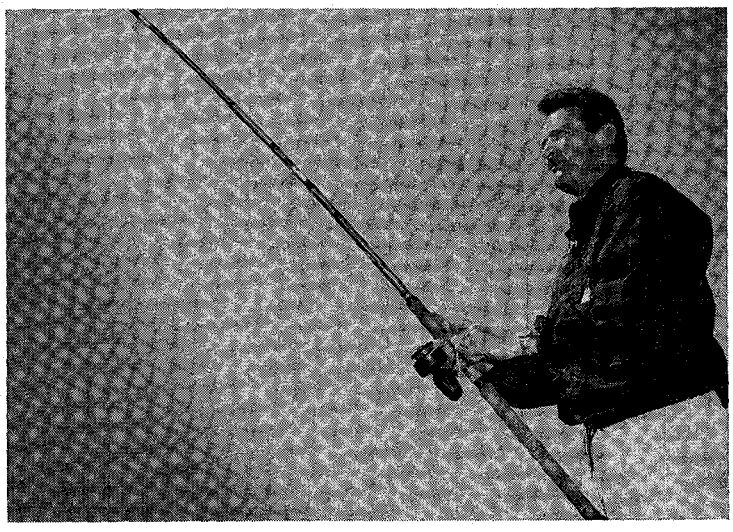
NIRA's list of 1963 champions includes BERA-men De Campbell, who broke all previous records in the NIR AFTMA Postal Fishing Contest with a 50 lb. striped bas and Leslie L. Lawrence and Sanford Wagner, who teame up to capture the prize trip to London and Paris in NIRA first annual bridge tournament.

In a typical month, the Brookhaven Employees Recreatio Association program includes a variety of entertainmer events which many an older organization would be har pressed to duplicate. In February, 1964, for example, th schedule included a square dance, two BERA Film Serie events, the opening of an employee art exhibit, a performanc by the BERA Concert Group's "fine arts quartet," guest con certs by the Harvard Glee Club and Radcliffe Choral So ciety, and the opening of the theater group's production o "Carnival."

BERA members, however, are *doers* as well as spectators and during the same month in 1964 four hundred employee bowled, fifty played basketball schedules, and another fift



The NIRA tournament winners from Brookhaven during 1963 were (top l to r): Sanford Wagner and Leslie Lawrence who won the top award in NIRA's first annual bridge event and (bottom) Dean Campbell, who set a new record in the NIRA postal fishing event.



n

ngle Year

re engrossed in volleyball activities.

BERA officials jokingly say that during peak periods at the ployee pool "vertical swimming only" signs have to be sted. Nearly nine hundred saw action in the BERA gym d nearly a thousand took part in the social and club activis in BERA's own recreation building.

As sponsor of a full-fledged employee recreation pro-m, the Brookhaven National Laboratory has an advantage er many other organizations because it's property was for-rly the site of an Army medical rehabilitation center.

Ready and waiting for use was a gymnasium, pool, theater, nis courts, and a baseball field. The only facility acquired er the sixteen years since the Laboratory's founding is a o-story wooden barracks which is outfitted with a lounge, vell-equipped kitchen, a hall, and a small stage on the first or. The second story is allotted to club activities, and main-ance of all facilities has been assumed by the Laboratory.

If the BERA yearly calendar is heavier on the arts than st NIRA firms' it is perhaps because many of the scien-s, engineers, and technicians there are particularly en-siastic about these forms of recreation.

On the other hand, the employees from the service de-rtments form the backbone of the physical activities, and nces and parties seem to draw support from all groups. ch varied interests support the need for a broad program.

With BERA's main objective being recreation, such per-nal services as group buying are not stressed. However, ERA does control a box of eight seats at the New York et's new stadium. They also have a film developing serv-, and a ticket service for New York shows. A box at the etropolitan Opera is now being seriously discussed.

Juggling is a fine art developed by the six members of the BERA board who must prepare the annual budget. Because the Laboratory provides no cash contribution to the BERA account, the policy is to provide maximum support for new activities while encouraging established groups to become more and more self-supporting.

The cultural events and social activities generally turn in modest profits. Profits from sales and concessions provide the bulk of the income.

Supervision of the program is from three groups. First, the BERA Executive Board, composed of six employees, is elected by the membership. At one time the board was composed of the chairmen of the various activities, but this setup didn't work out well. In the summer, the bowling representatives didn't attend the meetings, and in the dead of winter nary a softball representative could be found. The board is primarily a policy making group concerned with the continued development of the program.

Second, a full-time recreation supervisor, his secretary, and half a dozen part-time employees comprise the salaried staff. This small staff is more than occupied with directing, coordinating, and scheduling the entire program.

The third group is composed of those active and volunteer employees who direct and participate in the competitive activities, social events, club groups, and cultural events of BERA.

Where the BERA program goes from here, no one really can say, however officials are confident it can only grow bigger and better.

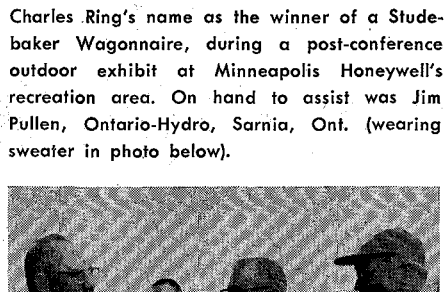
As for the two NIRA championships won during 1963—not really so incredible, the BERA people say. They're out to break that record with even greater participation in NIRA events during the coming year.

Motorola's Dowswell: NIRA's Pilot Through Banner Twenty-Third Ye



Wally Dowswell, veteran recreation coordinator for Motorola, Inc., Franklin Park, Ill., took over NIRA's presidential gavel at the Minneapolis Conference of the association last may. He succeeded Ed Mitchell, U. S. Steel Corporation, Gary, Ind.

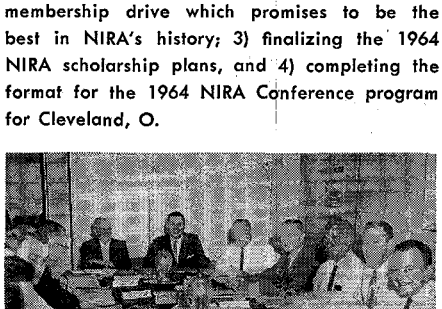
Dowswell set upon a course of action which was to give NIRA one of its most productive years. One of his official duties was to draw Charles Ring's name as the winner of a Studebaker Wagonnaire, during a post-conference outdoor exhibit at Minneapolis Honeywell's recreation area. On hand to assist was Jim Pullen, Ontario-Hydro, Sarnia, Ont. (wearing sweater in photo below).



June and July, 1963 were "get going" months for President Wally, as board assignments, national committee assignments, and state chairmen were selected. August marked the beginning of the travel circuit for Wally, the first being at the 2nd National Rural Family Recreation Seminar in Huntley, Ill., where he shared a panel assignment with other prominent recreators.

September and October saw President Dowswell at the Annual Meeting of the Athletic Institute where he was called upon to assess NIRA's role in future U. S. athletic growth; at a meeting of the Milwaukee County Industrial Recreation Council where he spoke on NIRA's role in organized recreation, and at the National Recreation Congress meeting in St. Louis. Late in October, he was off to Washington, D. C., to officially open NIRA's Eastern Conference and Exhibit at the Hotel Mayflower.

Included in the business which was processed during the board meeting at which Wally presided in conjunction with the Eastern Conference, were such projects as: 1) the awarding of the 1964 National Industrial Bowling Championships to Ashland, O., with Faultless Rubber Co. as host; 2) endorsement of Operation Tomcat, a membership drive which promises to be the best in NIRA's history; 3) finalizing the 1964 NIRA scholarship plans, and 4) completing the format for the 1964 NIRA Conference program for Cleveland, O.





In addition to coordinating the em activities programs for all Motorola Dowswell spent the winter of 1963-64 as N goodwill ambassador, shooting out bullet NIRA members, and penning articles for He also took time out to award the scholarship, along with NIRA Research Di Gordon Starr, of the University of Minn (at right in the photo above), to Carol son, a student of the University of Illinois

The NIRA Western Conference, near Francisco, highlighted February's sche where Dowswell shared top billing with r in the photo below) Newt West, Helms Ba ies, Los Angeles; Dick Mitchell, General namics/Astronautics, San Diego; Pete Ne Director of Athletics, University of Califo and Lon Anthony, Lockheed Corporation, Su vale, Calif. On the return trip Wally sp at a meeting of the Phoenix Industrial Rec tion Council. The March schedule include meeting with the Bowling Proprietors Associa of America and the American Bowling Cong on plans for a new format for NIRA's 1965 tional bowling championships. Wally also w on an inspection trip to the site of the 1 conference in Milwaukee.



May will wind up a great year for Wall as he chairs another NIRA board meetin industrial recreator's certification session, Na tional Industrial Recreation Research & Educa tional Foundation meeting, and the Annual Meet ing at the 23rd National Conference and Buyin Show of the association at the Pick-Carter, i Cleveland, O.

A grateful organization says a hearty "Wel done!" to Wally, and our sincere thanks to his wife Gladys, and to Motorola, particularly the recreation staff there, for lending the association the extraordinary drive and dedication of its top recreation administrator during the past year.

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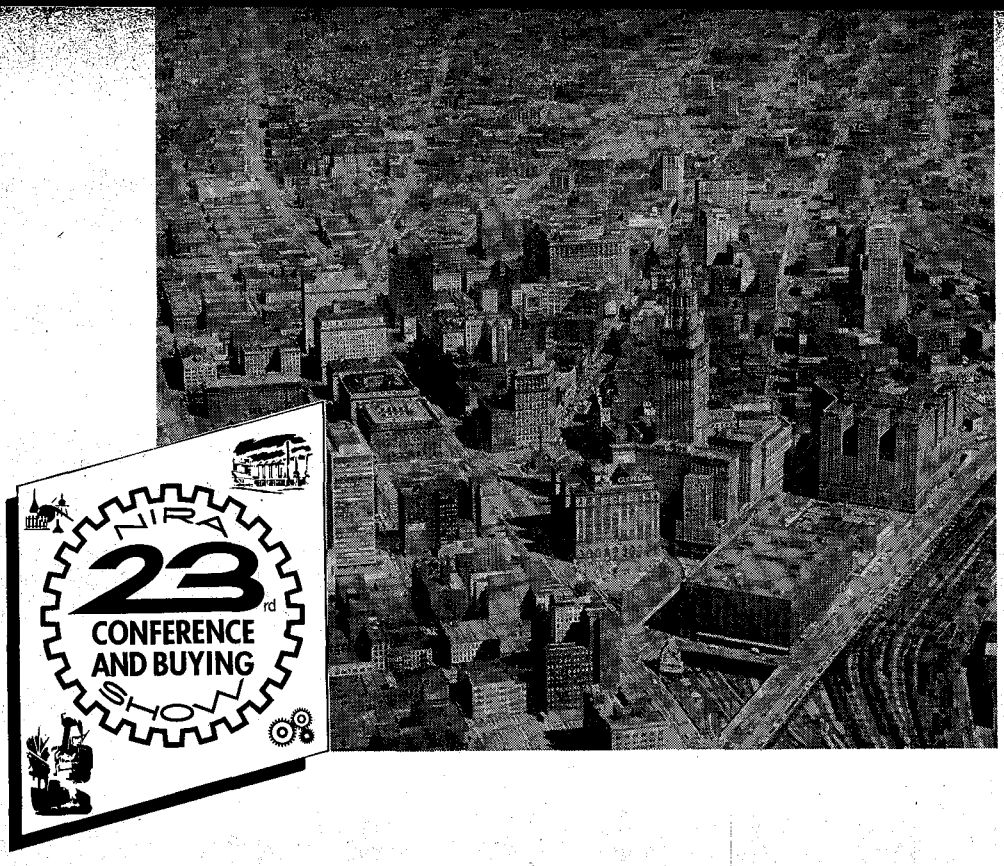
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Pick-Carter Hotel Cleveland Ohio May 16-19, 1

Expect Record Turnout for NIR

Every company in the United States and Canada that prides itself on its employee activities program should send its employee services manager and/or his assistant to the 23rd National Conference of the National Industrial Recreation Association at the Pick-Carter Hotel, Cleveland, Ohio, May 16-19, 1964.

No matter how many years experience you have on the job, if you're a typical industrial recreation director, you could benefit from an annual refresher course in "recreation management."

Seven Good Reasons Why You Should Attend NIRA's 23rd Annual Meeting

—You'll hear America's leaders in recreation and employee services.

—You'll get an opportunity to talk informally with your fellow recreators and exchange views on professional questions.

—You'll renew old acquaintances and meet new people.

—You'll have an opportunity to take part in NIRA's College of Employee Services, as well as numerous down-to-earth discussions at workshop sessions.

—You'll participate in the shaping of NIRA programs and in setting the course for the future of industrial recreation.

—You'll have a chance to see and purchase the latest in products and services for industrial recreation use.

—You'll go back home with a new perspective and with a store of factual information which will be of use to you as an industrial recreator.

With that in mind, the Cleveland Conference Comm —comprised of the recreation managers of Thompson R Wooldridge, B. F. Goodrich, Goodyear, Babcock and W cox, Pittsburgh Plate Glass, Nationwide Insurance, Gen Electric, Owens-Illinois, Faultless Rubber, Timken Ro Bearing, Meyers Lake Park, and Saunders Manufacturing Novelty—have put together a four-day college-like cours employee activities.

A review of the curriculum highlights is included here help convince those not yet registered to make that extra fort to attend and earn a NIRA graduation certificate.

Take advantage of the Saturday, May 16, "Early B Special" by arriving at the Pick-Carter by 9:30 a.m. and tending a special seminar on employee services led by G H. Sengpiel, Director of Employee Relations, B. F. Goodr Co., Akron. The seminar will feature reports and discussi on service awards, retiree clubs, open houses, women's aux aries, blood banks, and fund drives.

Saturday afternoon you will be treated to an How to Ha Fun on a Bus demonstration as the conference travels nearby Canton for a never-to-be-forgotten tour of the ne Pro Football Hall of Fame. While in Canton, the delegat will have a chance to look over the Timken Roller Bearin recreation area. Later the conferees will stop at Meyers La Park where demonstrations, a reception, dinner, and dan are planned. Several Cleveland Browns players will be o hand at that time.

On Sunday the program begins at 9 a.m. with the offici opening of the Exhibit Hall. More than 70 exhibitors wi be on hand to intrigue you with the latest recreation product and services.

Later that morning, the opening general assembly include a welcome from Cleveland's Mayor Ralph Locker and NIR President Walter Dowswell, Motorola, Inc. Al LaGasse, E





Prize awards at the Cleveland conference of NIRA include a Kaiser 'Jeep' Wagoneer, for use by the winning firm's recreation department, and a week's trip for two to the El San Juan Hotel, San Juan, Puerto Rico.

eveland Meet

tive Director of the American Institute of Park Executives speak on A Unified Recreation Profression and syndi-ed columnist, Dr. Walter C. Alvarez, will call attention Your Health and Your Job.

New regional directors for NIRA's eight regions will be cted at regional luncheons that day, and then delegates l be treated to one of the finest film demonstrations in the ion. Eastman Kodak's camera club will show "Hawaiian ovie Trails," narrated by film expert Charles Kinsley.

After a tour of the Exhibit Hall, NIRA's College of Em-oyee Activities will get under way with your choice of three ncurrent courses—Social Studies I, Physical Education I, or beral Arts I. (See abbreviated program in center of book.)

Those choosing Social Studies will hear talks on Alco-olics Anonymous by Bob Landies, Personnel Manager, hompson Ramo Wooldridge; Take Pounds Off Sensibly by ary Ramsey, Divisional Director, TOPS, and Employee Fit-ss Education by Vince Costello, former Brown Star who w heads up Timken's fitness program.

The Physical Education course will feature Ski Clubs, nar-ted by Noble Johnson, Sandia Corp., Camping by Louis ale, Outdoor Editor, Cleveland Plain Dealer; Boating and kin Diving by Bob Boucher, National Security Agency, and ndustrial Shooting by Jim Dee, National Shooting Sports oundation, New York City.

Liberal Arts will focus on two special areas—Toastmaster lubs, with Paul Schuette, Secretary, Thompson Ramo Wool-dridge, and Ed Mitchell, U.S. Steel, covering Music in In-dustry.

The day will be climaxed by a hootennanny and dance.

Monday, May 17, it's back to the classroom with your choice of Social Studies II, Business Administration I or Community Relations I.

(continued on page 33)

Cleveland's Exhibitors

The following companies have confirmed their exhibit space at NIRA's 23rd Annual Conference and Buying Show. These companies will display their products and services for the convenience of NIRA's Cleveland conferees. They will be prepared to take your orders at the conference.

SPORTING GOODS

Adirondack Bats, Inc.
Brunswick-MacGregor Co.
Converse Rubber Co.
J. deBeer & Son
The Faultless Rubber Co.
Hillerich & Bradsby Co.
King Louie International Inc.
Northwestern Golf Co.
Rawlings Sporting Goods Co.
Shakespeare Co.
A. G. Spalding & Bros.
Wilson Sporting Goods Co.

FACILITIES, EQUIPMENT

American Locker Co.
American Playground Device Co.
Flexible Locker Div. Game-Time
Harrison-Brauer-Rippel
Lansing Lanes, Holmes Leasing Corp.
Miracle Equipment Co.

TRAVEL

American Express Co.
British Overseas Airways Corp.
El San Juan Hotel
Lufthansa German Airlines
New York Convention Bureau
Sabena Airlines
SWISSAIR
Trans World Airlines, Inc.
Travelpower, Inc.

VENDING

The Coca-Cola Co.
Pepsi-Cola Battling Co. of Cleveland
The Seven-Up Co.
Tas-Tee Catering Co.
United Food Mgt. Services, Inc.
Ware Vending Company

TROPHIES, HOBBIES, TOYS

American Handicrafts Co.
Golden Awards
Immerman & Sons
Kondik Advertising Co.
Broadway Nemes Toy Co.
Paulich Trophies & Awards, Inc.
Saunders Mfg. & Novelty Co.
Smith Enterprises, Inc.
Tandy Leather Co.

RECREATION ORGANIZATIONS

American Bowling Congress
National Bowling Council
National Rifle Association

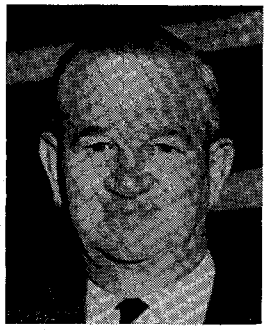
MISCELLANEOUS

American Jet Spray Industries, Inc.
Boy Scouts of America
Burrowes Mfg. Corp.
Geauga Lake Park, Inc.
Noble-Bergner Agency
Twyman Films, Inc.



WALTER DOWSWELL — **President**
Recreation Director of Motorola, Inc., Franklin Park, Ill. National Conference Chairman, 1956 and 1960. Director of NIRA eight years. Past Vice President and Senior Director Region III. CIRA

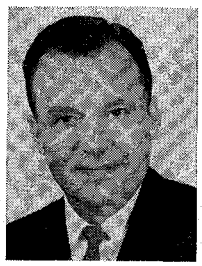
EDWARD T. MITCHELL — **Immediate Past President**
Recreation supervisor for Gary Steel Works Division, U. S. Steel Corporation since 1944. President for 18 years of 10,000-member Goodfellow Club at Gary Works. Former Indiana State Chairman. CIRA



Board of Directors

Region I—East







RAYMOND J. WALSH — **Senior Director**
Director, Kodak Office Recreation Club, Eastman Kodak Co., Rochester, N. Y., since 1955. Member of NIRA Travel Committee and Kodak group travel committee. CIRA

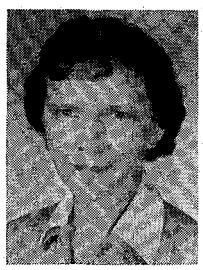
DAVID F. CHAPIN — **Junior Director**
Director, Employee Services for Equitable Life Assurance Society of N. Y. Past President, Industrial Recreation Directors Association. CIRA

C JAMES MOYER — **Junior Dire**
Executive Secretary, Kodak Park Athletic Ass tion, Rochester, N.Y. Former chairman, Indus Management Council. CIRA.

Region II—Mideast





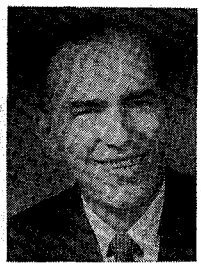


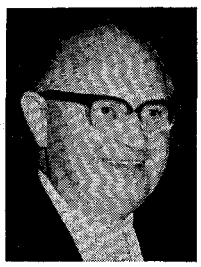
LAWRENCE M. DEAL — **Senior Director**
Manager, Personnel Activities, Inland Manufacturing Div., GMC, Dayton, O. Author of NIRA Manual for State Chairmen, NIRA Vice President and Membership Committee chairman. CIRA

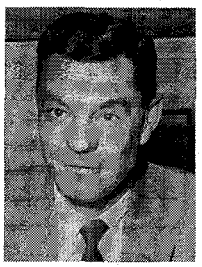
CHARLES E. BLOEDORN — **Junior Director**
Director of Recreation, Goodyear Tire & Rubber Co., Akron, O. Former NIRA Vice President. Member U. S. Olympic Basketball Committee. Helms Award Winner, 1963. CIRA

MARTHA L. DANIELL — **Junior Direc**
Director of Recreation, Nationwide Insurance, lumbus, O., since 1950. NIRA director 1955 1960. Dean of Women at 1964 NIRA Conferenc "College of Employee Activities." CIRA

Region III—Midwest





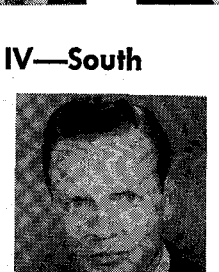


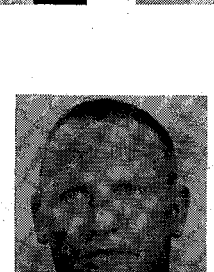
R. FRED CANADAY — **Senior Director**
Director of Recreation, General Motors Corp., Detroit, Mich. Past Michigan State Chairman. Currently NIRA Vice President and Tournament Committee Chairman. CIRA.

ARTHUR L. CONRAD — **Junior Director**
Vice President of Employee and Public Relations, Flick-Reedy Corp., Bensenville, Ill. Helms Award Winner, 1961 and 1963. Hosted Region III Conference, 1964. CIRA

DALE SHAFER — **Junior Directo**
Director of Employee Relations, Delco-Remy Div sion, GMC, Anderson, Ind., for the past eight year Former State Chairman of NIRA.

Region IV—South





NORMAN H. KING — **Senior Director**
Recreation Manager since 1952 for Lockheed-Georgia Co., Marietta, Ga. Active in Georgia State Recreation Association. CIRA

MILES M. CARTER — **Junior Directo**
Recreation Director since 1952 for McLean Truck ing Co. Winston-Salem, N. C. Former President of North Carolina Recreation Assn. Division Presi dent of AAHPER. CIRA



FRANK DAVIS
Treasurer

ger of Lockheed Employees' Recreation Burbank, Calif., for 20 years. Completth term as Treasurer after previously g as NIRA Director and Vice President. ient of 1958 Helms Athletic Foundation rial Recreation Achievement Award 959 Class D Helms Award. Active in ship of youth sports activities. CIRA



GORDON L. STARR
Director of Research

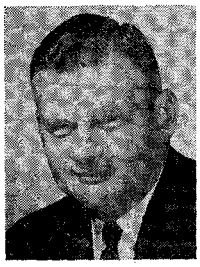
Assistant Professor of Recreation, U. of Minnesota and Director, Coffman Memorial student union. B.S. and M.E. degrees from U. of Minnesota, presently working on his Doctorate degree. In five years has greatly extended scope of NIRA research program including completion of the pilot study, "Does Industrial Recreation Pay?"



DON L. NEER
Executive Director

With NIRA since 1955. Former sports director for U. S. Junior Chamber of Commerce, 1951-55. Recreation superintendent for cities of St. Cloud, Minn., and Zanesville, Ohio, 1946-51. Five years with U. S. Navy directing welfare and recreation programs. B.S. and M.E. degrees in physical education and recreation from U. of Minnesota.

Region V—Northwest

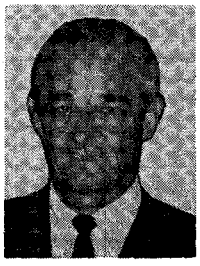


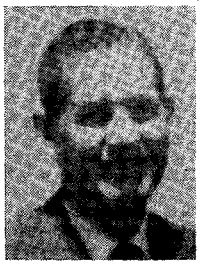


C. W. HUDSON — Senior Director
Project Manager for Personnel Services, General Products Division, International Business Machines Corp., Rochester, Minn. Currently serving as NIRA Vice President.

L. E. LUEDKE — Junior Director
Manager of Welfare and Recreation for Milwaukee Gas Light Co. Past State Chairman of NIRA. Past President of Milwaukee County Industrial Recreation Council.

Region VI—Southwest



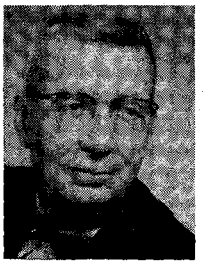


THOMAS E. SMITH — Senior Director
Recreation Director for Texas Instruments, Inc., Dallas, Tex. Former Athletic Officer Fleet Aircraft Squadron 117, U.S.N. CIRA

C. J. HALL — Junior Director
Director of Recreation, General Dynamics/Fort Worth, Fort Worth, Texas.

Region VII—West

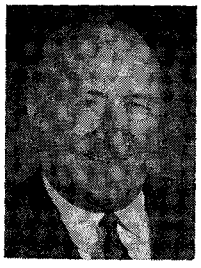




J. R. MITCHELL — Senior Director
Chief of Employee Services for General Dynamics/ Astronautics, San Diego, Calif., since 1956. Formerly, California State Chairman. Currently a NIRA Vice President. CIRA

NEWTON E. WEST — Junior Director
Personnel Director, Helms Bakeries, Los Angeles, Calif. Developed and directed NIRA's national achievement awards program. Former California State Chairman.

Region VIII—Canada





G. LA GRAVE — Senior Director
General Supervisor of Recreation, Canadair Limited, Montreal, Quebec, Canada for 10 years. Former provincial chairman for NIRA. CIRA

H. J. CHARRINGTON — Junior Director
Recreation director for Polymer Corp., Sarnia, Ont., Can., since 1954. Member Ontario Recreation Assn. President Sarnia Industrial Recreation Association. CIRA

23rd ANNUAL CONFERENCE NATI
MAY 16-19, 1964 - PICK-CARTER

NIRA 23rd CONFERENCE AND BUYING SHOW

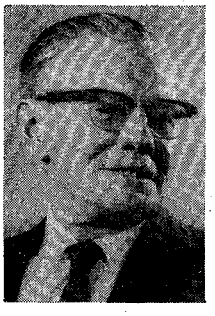
SATURDAY, MAY 16

A.M.

NIRA Board Meeting

9:00 Registration

10:00 Employee Services Seminar
Women's Auxiliaries
Service Awards
Retiree Clubs
Open House
Blood Banks
Fund Drives



DOWSWELL

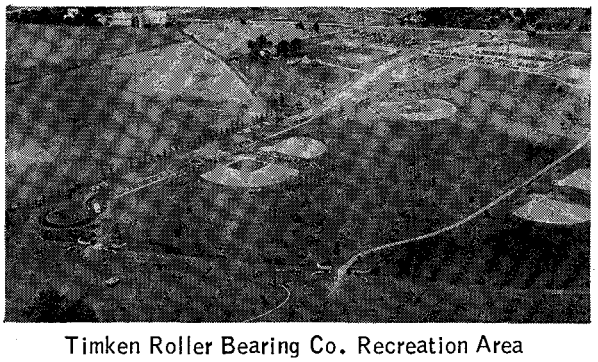
NOON

Open

P.M.

1:45 Tour:
Fun on a Bus Demonstration

Pro Football Hall of Fame - Canton, Ohio



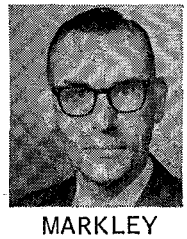
Timken Roller Bearing Co. Recreation Area

EVENING

5:00 Tour (Continued)

Meyers Lake Park

Keynoter:
H. E. Markley, Exec. V.P.
The Timken Roller Bearing Company



MARKLEY

SUNDAY, MAY 17

9:00 REGISTRATION

10:00 Opening Assembly
Keynoter:
Al LaGasse, Exec. Dir., AIPE
"A Unified Recreation Profession"

Dr. Walter C. Alvarez, M.D.
World's Leading Internist
"Your Health and Your Job"



11:00 Exhibits

ALVAREZ

Regional Luncheons

Election of Directors

1:30 General Session
Meet Your New Directors
"Hawaiian Movie Trails",
Charles Kinsley, Eastman Kodak Co.

3:30 SOCIAL STUDIES I
Alcoholics Anonymous
T.O.P.S. Fitness Program
Health Education

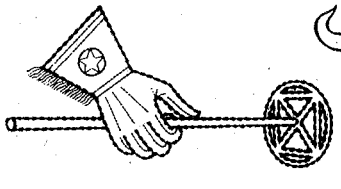
PHYSICAL EDUCATION I
Skiing, Camping, Skin Diving,
Industrial Recreation Shooting

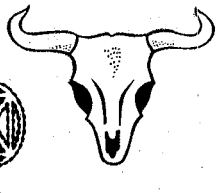
LIBERAL ARTS I
Toastmasters, Music



4:30 Exhibits

8:30 NIRA Hootenanny
Hillbilly-Western Dress







WIVES

10:00 a.m. Registration

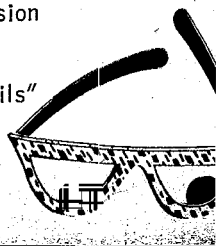
1:45 p.m. Pro Football Hall of Fame Tour

Timken Recreation Area

Meyers Lake Park --
rides, reception, dinner-dance



9:00 a.m. Registration
10:00 a.m. Opening General Session
11:00 a.m. Exhibits
Luncheon Open
1:30 p.m. "Hawaiian Movie Trails"
3:30 p.m. Get Acquainted Tea
8:30 p.m. Welcome Hootenanny



TRIAL RECREATION ASSOCIATION
EVELAND, OHIO

Theme: College of Employee Activities

MONDAY, MAY 18

OCIAL STUDIES II
yle Show

JSINESS ADMINISTRATION I
arting and Financing a Program
ecords and Forms
rogram Management

OMMUNITY RELATIONS I
outh Activities
/elfare Services
cout Activities

Exhibits

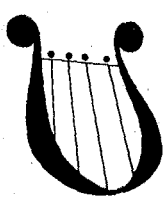
xhibits

OCIAL STUDIES
lcoholics Anonymous
.O.P.S. Fitness Program
lealth Education

PHYSICAL EDUCATION I
Skiing, Camping, Skin Diving
/arsity Athletics,
ndustrial Recreation Shooting

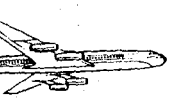
IBERAL ARTS I
oastmasters, Music

Exhibits



ravel Council Meeting (If you have problem, come and consult the experts.

rafts Workshop





TUESDAY, MAY 19

8:00 CIRA Breakfast

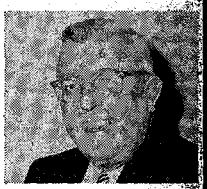
9:30 SOCIAL STUDIES II
Banquet, Dances,
Entertainment
COMMUNICATIONS I (elective)
House Organs - Recreation
Management
COMMUNITY RELATIONS I
Public Relations
Youth Activities
Company Career Days

11:00 General Session
Col. Don F. Hull, Exec. Dir., AAU
"Industry's Role in the Olympics"

Robert W. Nickels, Exec. V.P.
Faultless Rubber Co.
"Corporation Must Be Considered a Corporate Citizen"



HULL



NICKELS

NIRA Luncheon
Awards - Franklin L. Orth, Exec. V.P., National Rifle Assn.

Keynoter: Dick McCann, Director, Pro Football Hall of Fame

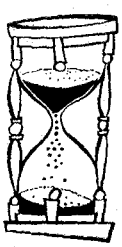


MC CANN

2:00 Exhibits

3:00 NIRA 23rd Annual Meeting and Election of Officers (President, President-Elect, Four Vice Presidents)

4:00 Exhibits Close





ORTH

6:00 Pre-Graduation (no host) Reception

6:30 Graduation Banquet and Floor Show
Professional Entertainment for Industry
Demonstration



GRAM

.m. Buses leave for General Electric Company
.m. Continental Breakfast
.m. Home Lighting Demonstration

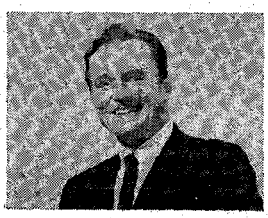
n Open for Shopping

Craft Demonstration

10:00 a.m. Halle Brothers Style Show

Afternoon Open

6:00 p.m. Reception
6:30 p.m. Banquet and Floor Show
Starring Mike Douglas



DOUGLAS

Meyers Lake Park, Akron, O., which will help host NIRA's 23rd Annual Conference this month.



There's an Amusement Pa

by Fred W. Pearce
President
International Association
of Amusement Parks

The outdoor (commercial) amusement parks in United States have helped many an industrial recr tion director plan a well-rounded picnic program for t members of his employee association.

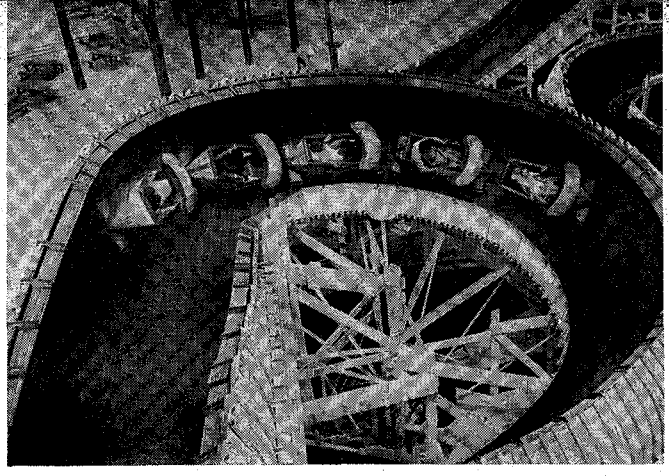
In the early days of the organized amusement park bu ness, about the only things required to keep a group picnicking industrial employees happy were a couple shade trees where "Old Dobbin" could be tied and whe blankets could be spread to accommodate the heaping picn hampers.

If the importance of the commercial park to the industri picnic was evident in bygone days, it is even more so toda when most parks actively solicit business from the large an small firms in their areas.

The typical park owner/operator of years ago was no particularly interested in catering to the large group for fea that his regular customers would object to the influx of larg numbers of people competing for and crowding his limite facilities.

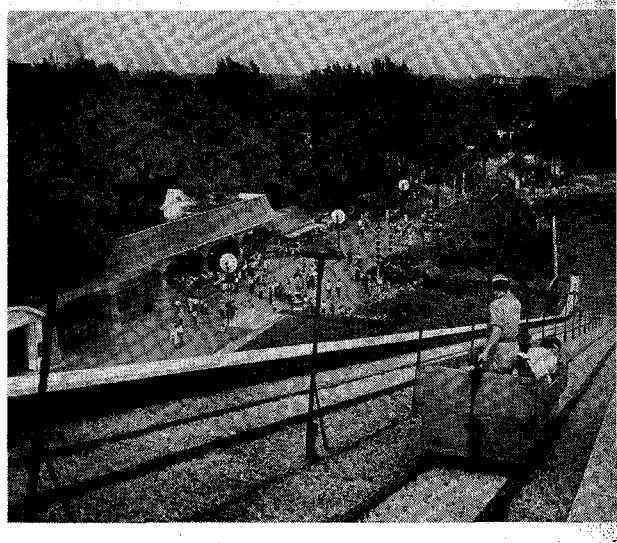
Throughout the years, however, the typical park ha greatly expanded its facilities to accommodate even the larges of picnic groups, and most of them now include a large com plex of covered picnic pavilions, huge barbecue pits, modern restrooms, rides, game equipment, and so forth.

In addition to expanding their facilities, the park man agement people have completely changed their attitudes about accepting large groups of picnickers, and most now





ntrast with the amusement parks of old, modern parks the equipment, personnel, and know-how to make the largest of company picnics run smoothly.



ear You

e trained employees to fill the requirements of the in-trial employee groups.

Trained personnel can be a tremendous help to the in-strial recreation director in planning and arranging his k program. They are more than willing to take over the mplete job of planning and conducting a park-oriented ting for a neighborhood firm too small to have its own l-time recreation specialists.

Today in the U.S. there are scores of parks in or near ery major city whose personnel are ready and able to pro-de the industrial recreation director with the know how d facilities for a well-rounded, economically-run picnic ogram.

The reasons why more and more industrial firms find it nvenient to use commercial park facilities for their outings clude these four.

1. Large groups of employees and their families may be commodated with a minimum of organization and equip-ent.

2. Modern amusement parks *cater* to industrial picnics nd are staffed to help the committee with much of its or-anizational problems.

3. Partial or complete self-support of the event can be chieved through the sale of tickets at a nominal price. The icket identifies the employee and the members of his family nd includes ice cream, soft drinks, park rides, and so forth.

4. Amusement parks usually offer facilities for rides, games, picnicking and dancing. Such facilities allow for a varied program and provide activity for all members of the employee's family.

The years ahead hold promise of greater expansion and improvement of facilities for industrial picnic groups. Amusement parks are aware of the pressures on them to share in the responsibilities—as well as the benefits—of the increasing number of leisure hours that will be available to the industrial employee.

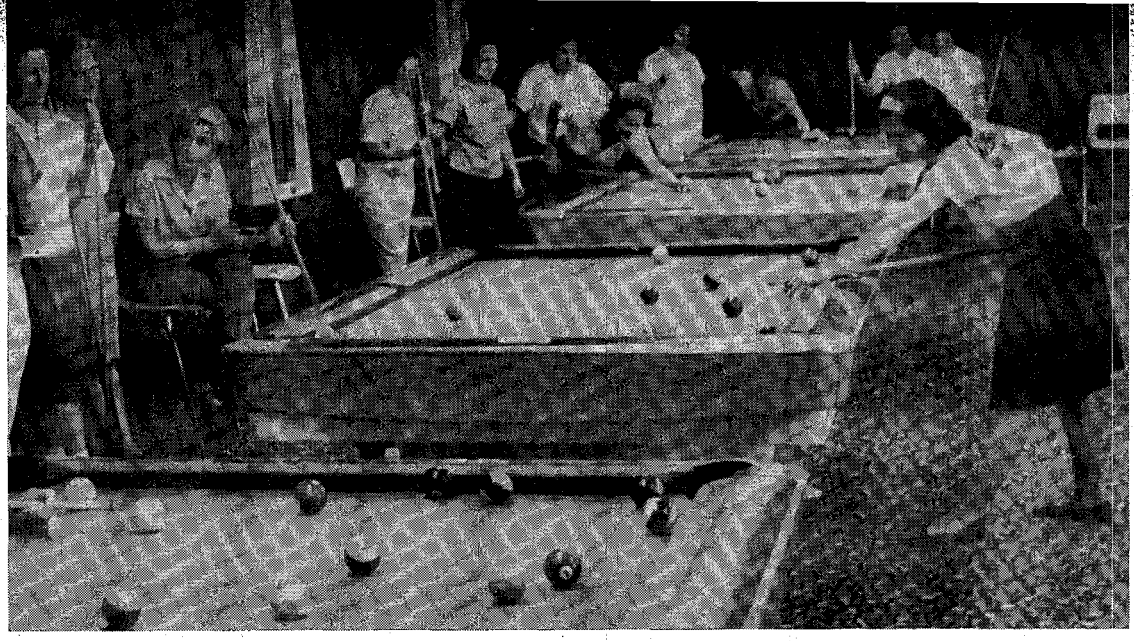
Park owners are constantly adding new facilities and equipment to their grounds, and consequently the industrial groups will always be able to find something new there.

There is another facet of the amusement park business which is often overlooked by industrial recreation directors but which is likely to play an important part in its future growth.

The park's recreational facilities will be used more and more for fund raising programs and benefits.

The next time you are "stumped" for a new approach to your picnic program, give a call to your nearest outdoor amusement park manager. Make a date with the person from the park responsible for serving the park's industrial employee groups.

You will find them eager to serve you, and they have a store of ideas to add dimension to your program and make your next outing a real family day at the park.



The "Cue-T's" chalk up. One indication of the growth of billiards is the increasing number of women who have taken up the game.

A Year of Growth for Billiards

Nineteen million Americans tried their skill at the billiard table in 1963. More than 10,000 billiard centers, many of them plush new establishments with carpeting, air-conditioning, and multi-colored cloth on their tables, are now catering to a new generation of cue hopefuls.

Home table sales have broken all previous records in recent months as both sexes are now finding the ancient and honorable game of billiards to their liking.

During the year the world's best players in pocket and three cushion billiards have met in world championships after a lapse of many years, and TV has brought the final matches into homes nationwide.

The Billiard Congress of America, ruling body of billiards, is working on a new standardized 14.1 handicap game that will make possible nationwide league and tournament competition. The National Intercollegiate Billiards Tournament finals at the University of Arizona April 30-May 2, 1964 is the first to try the new regulations.

Briefly the modified rules being tested are:

14.1 LEAGUE GAME

1. Game: 14.1 (safeties allowed)
2. Innings: 15
3. Points per inning: 14
4. Perfect game: 210
5. Match: 3 games
6. Points: 4 (one each game and one for high total)
7. Handicap: Total number of balls divided by number of innings equals player's average. Eighty per cent of the difference between averages equals handicap.

Meanwhile, industries across the nation, following many of the techniques used in forming and running bowling leagues have successful billiard programs.

At the Detroit Edison Co., Detroit, Mich., several separate company recreation clubs have tables in their own club rooms. These prove to be very popular during the lunch hour periods, after work, and in conjunction with sp events. Edison also has a table in a private gymna locker room. An annual eight ball tournament is po among Edison employees, with thirty teams entered in 1963 doubles event and fifty individuals in the sin matches.

Billiards at Eli Lilly and Co., Indianapolis, is consid primarily a noon hour activity, and as such it is hi popular. The company has six separate recreation roo each with three or four billiard tables. In addition an an eight ball tournament is held in May and participatio always high.

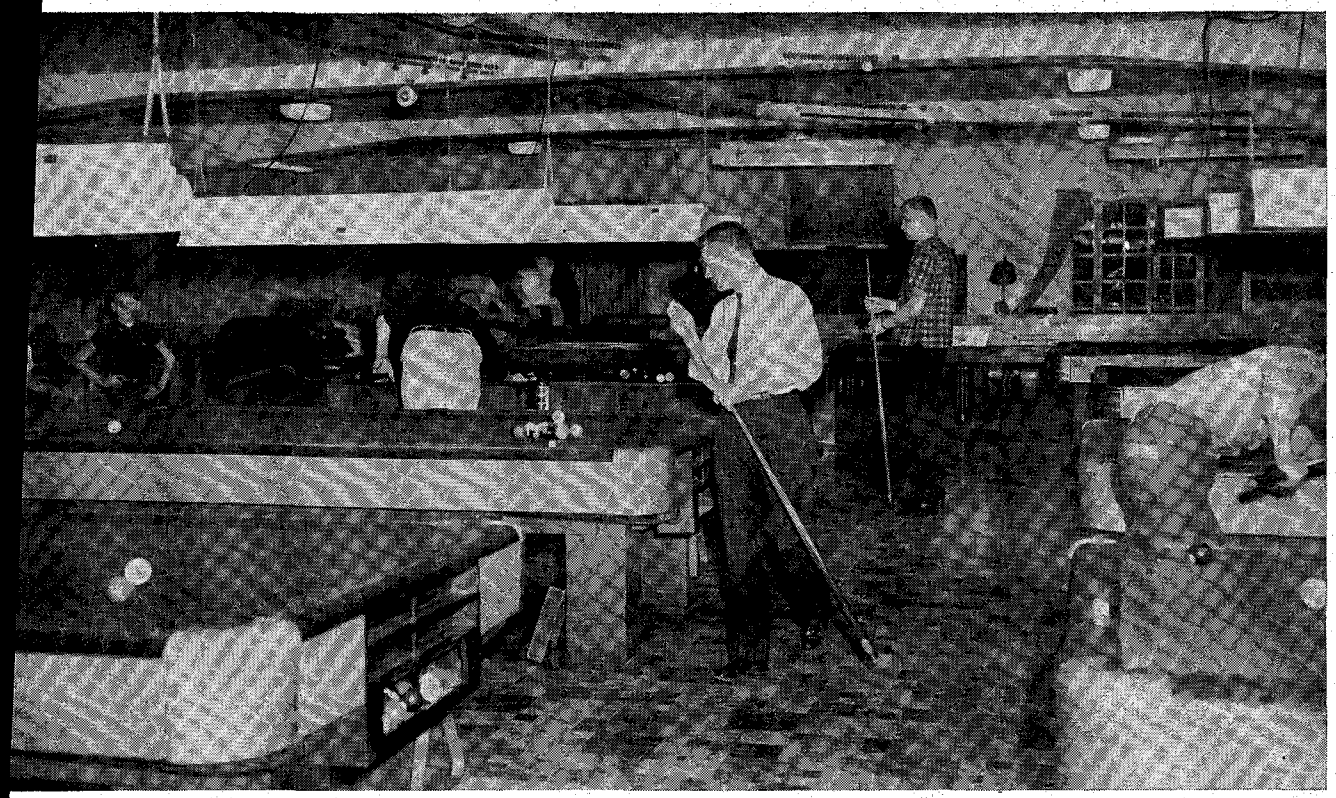
At Corning Glass, Corning, N.Y., five billiard tables available for employee play seven days a week from 9 a to 11 p.m. Once a year they conduct a double eliminat intramural tournament for men and women in singles a doubles pocket billiards, and straight and three-cushion l liards.

Though the IBM Country Club, Endicott, N.Y., as boasts no league activity, they do sponsor several tourn during the year, and total participation figures in the ye 1960 through 1963 have increased from just under 3,000 nearly 5,000 employees.

Goodyear, of Akron, currently boasts two billiard tabl and plans to add two more next year. Located directly acr the hall from the company-owned bowling facility, t Goodyear billiard room gets much use from wives and ch dren, while the man of the house participates in bowlin league activities. Goodyear's Aerospace Division repor sponsorship of a league which has been so successful th another will be organized there this year.

The Sperry Gyroscope Co., Lake Success, N. Y., mai tains two tables—one three cushion table and one pock table—for lunch hour recreation.

With the advent of the new billiard centers, many co pany recreation directors have been quick to set up compan leagues for both men and women employees. A good e



le is the Continental Steel Corp., Kokomo, Ind.
fter a year's experience with ten teams competing, they nd that 57 per cent of the participants had not partici- ed in any of the company recreation activities previously. ne Vaught, Continental's recreation director, feels that league is a popular activity and that interest will be even her in coming years.

Billiards is not a game for men alone. As reported re- tly in no less eminent a national magazine than LIFE fair sex has taken to the sport with great enthusiasm.

The girls have already progressed as far as ladies-only gues in some cities, including Syracuse, N. Y., and Mil- ukee, Wis.

In Miami, Fla., the "Cue-T's," more formally called the uth Florida Ladies Billiard Traveling League, are com- sed of 32 women ranging from a 20-year-old housewife a 60-year-old grandmother including one mother-daughter mbination. Every Tuesday morning from 10 a.m. to on, the gals assemble to play the game that once was the clusive property of men.

Every week the ladies clash in three games of competi- on against each other in one of the modern billiard estab- shments of bowling centers with billiard rooms in the iami area. Competition is on a singles basis, although two omen represent each establishment on the circuit. Just as in owling, the gals are properly uniformed by wearing a louse bearing the sponsor's name.

Twenty-five per cent of the 20 million billiard players n the country today are women, according to a recent esti- nate.

The renaissance of the centuries-old game of billiards is eing compared to the transition bowling went through ome years earlier. Billiards has a new image, accounted for n part by the new look of billiard equipment and the leasant surroundings of the modern billiard hall.

That seems to have been all the impetus billiards needed o launch the sport on a long overdue comeback.

An increasing number of industrial firms now include a billiard program as part of their recreation set-up. Among them are IBM (shown above) and Goodyear (below).



Continental Steel Billiard League

A good example of an up and coming billiard league is the Continental Steel Corporation League in Kokomo, Ind. Their league night is Monday, with competition beginning at 6 p.m. A fee of $1.25 per man is charged—75c for the tables and 50c for the prize fund. Currently there are 14 two-man teams in the league.

Here are the rules they operate under:

1. Players will lag to determine the break, winner has option of assigning break to his opponent.
2. On break two or more object balls must strike a cushion, if not, the player loses two points and at the option of opponent, may be compelled to re-rack and break again.
3. If a ball is made on the break the player must spot but continue to play.
4. Player must call the ball and pocket, if not, he must spot ball (if made) and loses turn. Also, he must call kiss shots.
5. If player scratches or cue ball leaves table, he is penalized one point and loses turn.
6. If player makes called ball plus one or more others, he is credited one point for each ball.
7. In attempt to "play safe" the cue ball must drive an object ball to a cushion or cue ball must strike cushion after striking object ball, if not the player is penalized one point. Must call safe before shooting.
8. If player is interfered with while in the act of shooting, the balls moved will be replaced as near original position as possible and he will continue to play.
9. Cue ball must hit at least one object ball, driving it or the cue ball into a cushion or be penalized one point.
10. One foot must be on the floor while in act of shooting—penalty one point.
11. If player has three scratches in succession, he will be penalized one point for first scratch, two on second, and five on third or a total of eight points.
12. If a ball is made accidentally, it will be replaced on head near as possible and player loses turn.
13. If object ball enters pocket but bounces out no credit is gi player loses turn.
14. If player has complaint during game, the complaint must be referee before play continues.
15. If cue ball or any other is accidentally moved in act of shoot player loses turn.
16. If last ball is in way of re-rack the unpocketed ball is pla head spot, cue ball stays in last position, then refer to rule 2.
17. If cue ball is in way of re-rack, it must be moved to head o
18. After re-rack with one object ball on table, if cue ball makes with object ball then strikes racked balls, the player will continue to object ball is made. There will be no penalty even though object bal made.
19. To score there will be one point per game plus one point on t a total of four points.
20. Each team must have a team captain and a name.
21. Handicap and blind will be decided upon later.
22. Shooting out of turn, penalty one point (if called before next shoots)
23. No jump shots.

The increasing popularity of billiards will mean industrial recre tion directors must have a greater knowledge of the game.

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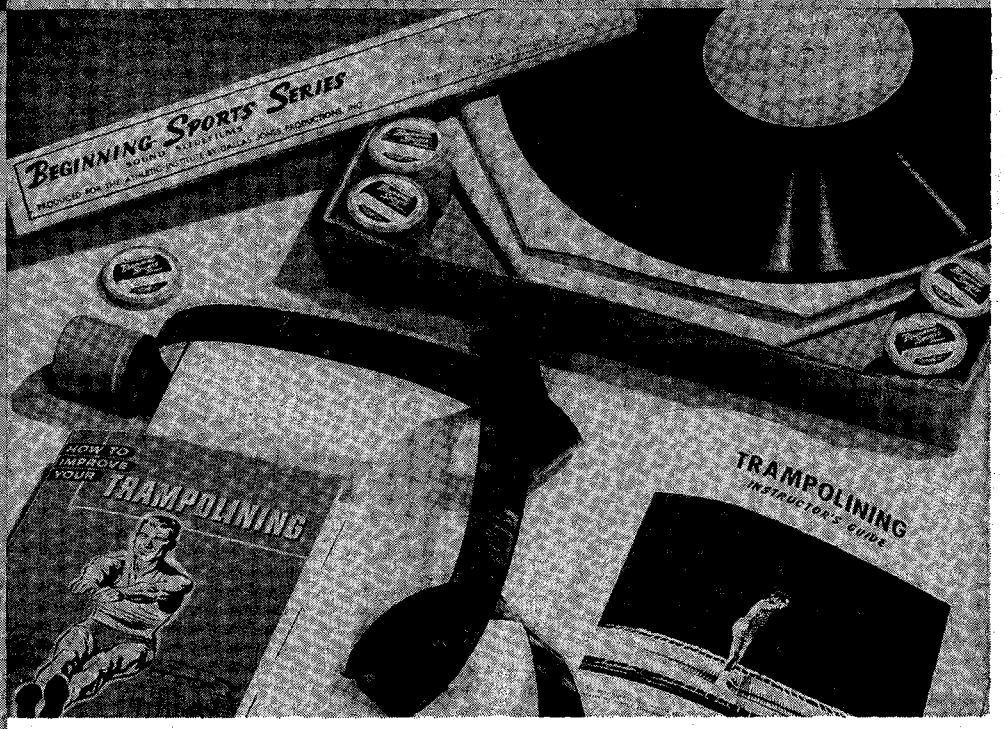
1. Official Rule & Record Book	$1.25
2. Knowing & Playing Billiards	.25
3. Tournament Procedures	.25

Below: The final standings in the recent BRPAA World Invitational Pocket Billiard Championships in New York City won Luther Lassiter. Use this sample score sheet as a guide for your next company billiard tournament.

PLAYERS	Lassiter	Crane	McGown	Eufemia	Gassner	Lauri	Canton	Tozer	Gartner	Peterson	Cranfield	Balsis	Butera	Colavita	WON	LOST	Hig Ru
LASSITER		150	41	150	128	125	150	150	150	150	150	150	150	150	10	3	8
CRANE	116		150	150	38	150	150	150	150	134	−2	150	150	150	9	4	13
McGOWN	150	1		150	52	150	150	150	22	150	148	150	150	150	9	4	13
EUFEMIA	34	94	74		98	150	150	150	150	150	115	31	150	68	6	7	12
GASSNER	150	150	150	150		131	91	99	22	150	50	95	−54	85	5	8	7
LAURI	150	85	77	105	150		140	128	150	150	150	150	59	150	7	6	77
CANTON	144	129	145	106	150	150		85	102	150	49	43	126	150	4	9	102
TOZOR	76	26	16	30	150	150	150		139	49	6	63	150	150	6	7	7-5
GARTNER	106	107	150	110	150	120	150	150		61	150	150	83	150	7	6	96
PETERSON	44	150	84	102	112	50	147	150	150		74	14	150	150	5	8	70
CRANFIELD	64	150	150	150	150	100	150	150	75	150		150	150	150	10	3	141
BALSIS	89	77	49	150	150	38	150	150	113	150	84		150	150	7	6	94
BUTERA	87	19	4	142	150	150	150	99	150	43	114	80		150	5	8	69
COLAVITA	37	40	118	150	150	51	82	88	31	52	91	15	61		2	11	50

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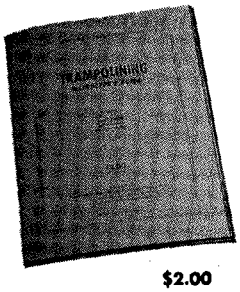
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- FISHING
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- SKIING
- SKIN & SCUBA DIVING
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- SOFTBALL
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- TABLE TENNIS
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NIRA Newsletter

VOL. 22, NO. 4 ©1964 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION MAY

Tomcat Awards Given At NIRA Cleveland Meet

With less than a month left to go in the first phase of Operation Tomcat, NIRA Membership Chairman Larry Deal, of Inland Manufacturing Division, GMC, reports that at least 32 new firms have joined NIRA as a direct result of this most concerted membership campaign in the association's history. Twenty-two NIRA members have become qualified Tomcats by bringing one or more new members into NIRA. Another 35, according to Deal, are on the brink of bringing in new members and thus becoming eligible for a Motorola television set, a free conference registration fee and numerous other prizes, which will be awarded to the winning Tomcat at the Cleveland Confernce.

Top Tomcats to date are both coincidentally Chicago-area members of NIRA. President Wally Dowswell, of Motorola, Inc., signed three new members—Four Lakes, Inc.; Printwear, Inc., and The Do-All Co.

Illinois State Chairman J. P. McCarthy, of the Chicago Park District, rightfully claims three new members including Shure Brothers; King of Fun, and Hepner Manufacturing Co.

Charles Cunningham, a NIRA State Chairman and recreation director for the U.S. Department of Agriculture; Dick Mitchell, NIRA Vice President, of General Dynamics/Astronautics, and V. F. Peak, California State Chairman, of Kaiser Steel, each have two new members to their credit.

Don L. Neer, NIRA's executive director, has signed four new members since the inception of Operation Tomcat. NIRA Tomcat officials feel that the few weeks remaining prior to the conference will bring in a raft of new members. Read the report of NIRA's new membership surge in future issues of R/M.

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Exhibitors Go All-Out To Please Delegat

Delegates from the 50 states wh pear at the 23rd Annual Conferenc Exhibit in Cleveland this month, ca pect to be the recipients of a ra door prizes donated in advance b conference exhibitors.

Top prize, for the recreation de ment of the individual whose nan drawn, is a Kaiser Wagoneer Recreation Car of 1964." The dra for this prize will take place on the day of the conference.

Perhaps the next most exotic g away for a lucky NIRA conferee and wife is a one week vacation for tw Puerto Rico, compliments of El San J Hotel.

In addition to these, a raft of sma door prizes will be awarded at the c ference and a few of them include picnic stove, 4 picnic coolers, a bas ball and hoop set, a gold plated put a complete fishing kit, and a variety other useful items.

The exhibit hall at the 23rd NI Conference and Buying Show is one the best stocked showcases of recreat goods and services *ever* at an NI meet, and booth space for the first ti in many years has been sold out mon in advance of the opening date.

The conference door prize packa of course, is not the prime reason w you ought to schedule a trip to Cle land, on May 16-19. For a complete a praisal of the conference see other fe tures in this issue.

Plan to attend and make several sho ping "swings" through the conferen exhibit hall yourself.

nland Bowlers eak Previous ars' Records

the eve of the 17th Annual Na- Industrial Recreation Association g Tournament in Ashland, Ohio, ment chairman Howard Honaker, host firm, Faultless Rubber Co., the record number of teams par- ing there this year.

re than 104 teams, representing 55 signed up to compete at The er Lanes, April 25-26.

revolving team trophy is to be ed to the handicap championship and individual trophies to each er of that team.

addition, the Whirlpool Corpora- will present an upright freezer to owler who registers the high actual game total in the team event.

e prize-entrant ratio in the event e one per every eight bowlers, and urnament directors have announced the entire prize fee ($3.90 of the $7 per man fee) will be returned izes for the NIRA bowlers.

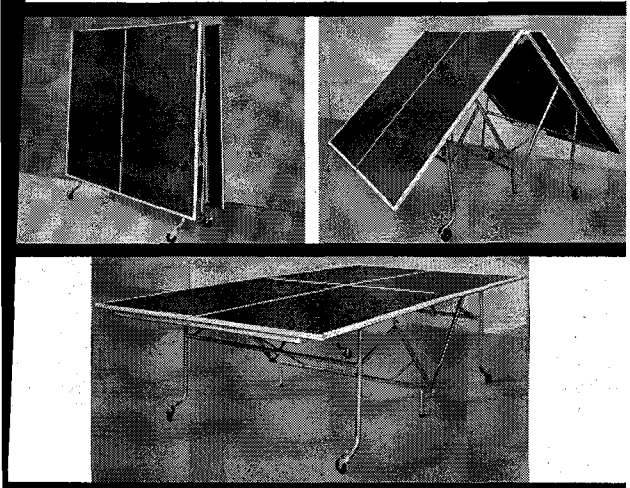


Lockheed (Burbank, Calif.) recreation officials in front of their recently opened 3500 sq. ft. air-conditioned facility which seats 275 and helps meet demand for their growing activities program. Center is complete with modern kitchen and houses Lockheed's extensive blood bank program. L to R: Frank Davis, Manager; Roy Wiley, Vice President; Charles E. Somers, Board Chairman; Mike Varanese, Recreation Director, and Sal Frisina, President.

Honaker, had long said that his company and town (Faultless Rubber and Ashland, O.) would strive to outdo last year's bowling tournament, hosted by Ford Motor Co., in Detroit, Mich.—a goal which he now seems assured to achieve.

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NEWS FROM IRC AFFILIATES

One of the most active city industrial recreation associations affiliated with NIRA is the **St. Louis Industrial Recreation Council.** This month the St. Louis IRC laid plans for a number of city-wide industrial recreation programs for the remainder of 1964. Activities currently going on under their supervision are bridge, volleyball, and swimming competitions. Later this year bowling, golf, softball, table tennis, and tennis events are planned. In addition, two tours to the New York World's Fair are planned and one trip to Europe this fall.

The **Phoenix (Ariz.) Industrial Recreation Council** published the names of its 1964 slate of candidates recently. Headed by Chuck Placek, of Motorola, the new slate includes recreation executives from Sperry Phoenix, Salt River Project, First Federal of Phoenix, and the Phoenix Parks and Recreation Department.

The **Grant Park Recreation Association** will sponsor five tours to the New York World's Fair, with travel arrangements made through Happiness Tours. All trips for employees of member firms include hotel accomodations, admission tickets to the Fair. Employees represented by member firms in the Grant Park Council number more than 200,000 Chicagoans.

NAMES IN THE NEWS

Lynn P. Peterson has replaced **Robert Moss** as coordinator of the recreation program for Thiokol Chemical Corp., Brigham City, Utah. Meanwhile Moss has taken a position with St. Joseph Hospital, Ogden, Utah, as director of personnel.

After many years service to industrial recreation **Ray Detrick,** of the Goodyear Tire & Rubber Co., Akron, O., retired on May 1. Detrick began and operated the NIRA Industrial Golf Tournament at Purdue University for many years.

Owen C. Jones, general supervisor of sports, aquatics, and industrial recreation for the Oakland California tion Department, died recently.

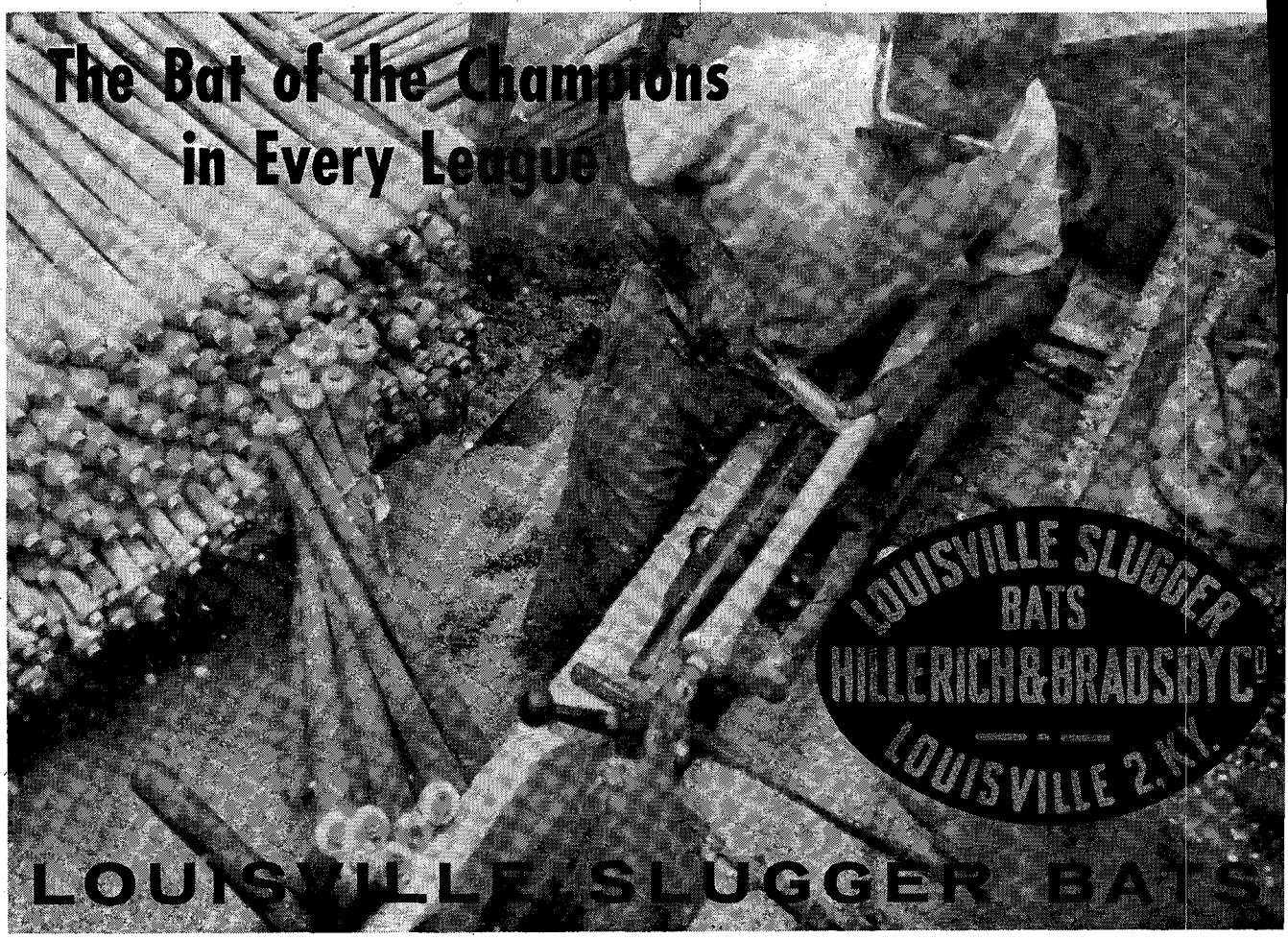
Carl F. Fuerst, who heads Cuyahoga Falls (Ohio) recreati partment, has been elected presi the Ohio Parks and Recreation A tion.

Grace E. Howard has joined sociation headquarters staff of the phone Pioneers of America as sup of community service activities. Sh assist Pioneer chapters in their co nity service program.

Hank Vaughn, coach of the Goodyears, Goodyear Tire & R Co., Akron, O., will be assistant b ball coach with the U. S. Olympic in Tokyo this year. The three me Vaughn are now on their way to on a State Department trip, will later to practice for the Olympics.

W. C. Westbrook has been n Supervisor of Employee Activitie Eastern Air Lines with offices at M (Fla.) International Airport.

W. W. Kethan has been el president of the Amateur Softball sociation for the coming year. He been active in ASA affairs for more 25 years.



RECREATION ROUNDUP

Grumman Aircraft, Bethpage, the action was fierce in a recent ny table tennis tournament with yees from three plants, working day ight shifts, competing for doubles ingles honors. "Best two-out-of- double elimination tournament, ling to U.S. Table Tennis Associa- ules, was played.

pshooters at General Motors' Day- O.) **Frigidaire** plant recently held ak-shoot" at the company's recrea- ark shooting area. More than 40 ers fired up a storm of powder and knocking the "birds" out of the air, when the smoke had cleared, 200 ds of T-bone steak had been awarded e winners. Each man paid $1.50 time he fired to cover steak and costs.

eneral Dynamics/Astronautics em- ees in San Diego, Calif., now have mplete, personalized, physical con- ning program since the new ARA th Club facility opened for busi- in March. The club offers a full e of exercise equipment—compar- according to GD/A officials, to e offered by commercial health clubs. mberships in the club, available for loyees only at $12 per year, are h more reasonable than member- s in commercial clubs. Family mem- ships are available for $18. Included the clubhouse is a sauna (steam m) facility.

The facilities of the **Nationwide In- ance** Activities Association, in Co- nbus, O., will be greatly improved d expanded when the company's new ce building opens in 1965. On the hth floor location, the activities as- iation will have a physical fitness m, a locker room, showers, an all- rpose area, a handicraft area, a radio ack, a darkroom, and a kitchenette. ost important feature according to artha Daniell, Nationwide's employee tivities manager, is that for the first ne the program will be consolidated in he area.

When the employee stamp club was artered at **Republic Aviation's** Farm- gdale, N.Y., plant, a clause in it pro- ided for a fund to further stamp collect- g by youngsters. Hospitalized children ere singled out as the primary recipi- nts of the club donations. This year, r example, representatives of the club visited a local hospital and delivered 24 albums and packets of stamps to young heart patients. Not all of the young patients immediately became avid philatelists, of course, but many of them did, and the hospital administrators praised Republic's employees for their enterprise and noted that the theraputic effect of the project upon the patients has been immeasurable.

Sarnia, Ontario's, most important card event of the year, the Blue Water Duplicate Bridge championships, are sponsored annually by the **Polymer Corp.** Bridge Club. More than 160 individuals turned out for the 1964 event in March. There were seven events in all; women's pairs, men's pairs, mixed pairs, Chemical Valley Pairs, open pairs, teams-of-four and Blue Water pairs.

A large crowd of **North American Aviation,** Columbus, O., employees and their families were on hand at the official opening of the new activities building at North American Recreation Park. Division President W. H. Yahn said the new facility would help enrich the leisure hours of employees and their families for years to come. At the dedication ceremonies the NAA mixed chorus performed in the 800-seat auditorium.

More than 100 persons witnessed 20 bouts of junior boxing recently presented by the Employees Mutual Benefit Association, of the **International Paper Co.,** Corinth, N. Y. Following the program, a jacket emblem was awarded each boy who competed in the event. Later, at the Annual All-Sports Banquet of EMBA, the boys were guests of the association and received trophies.

Entrants in an Arts and Crafts Exhibition of the **Aerojet-General Corp.** competed for a grand prize award of $100 and awards in various classes recently. Competition was opened to anyone in the Sacramento area who wished to enter. Awards were granted for best oil, best water color, best mixed media and graphics and the best crafts entries.

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CIRA Program's 'Grandfather Clause' Expires At Current Year's End

The CIRA (Certified Industrial Recreation Administrator) program sponsored by the National Industrial Recreation Association is expected to get a boost during the final months of 1964, with the expiration of the "grandfather clause" grace period coming on January 4, 1965.

The CIRA program was initiated in 1961, and those who achieved the distinction were first honored at the association's New York Conference during 1962.

The association's CIRA's will be honored again this year at an exclusive breakfast meeting of the group at NIRA's Cleveland conference this month.

Since its inception, applications accompanied by supporting evidence of professionalism have been filed by more than 90 NIRA members throughout the country.

Similar in intent to certification programs for architects, accountants, and other professions, the CIRA program intends to show that those who achieve certification are qualified to conduct and administer industrial recreation programs.

In addition, since NIRA membership is held, not by individuals, but by companies, the CIRA program is a means of recognizing the personal performance and qualifications of the industrial recreation administrators who represent their firms within NIRA.

To qualify for certification under the CIRA program, an applicant must meet one of the following experience-training standards:

- Five year's experience as a recreation administrator or supervisor, with a minimum of one year in industrial recreation, or—
- One year's experience in industrial recreation and a baccalaureate degree in recreation, or—
- Two year's experience in industrial recreation and a baccalaureate degree in a related field, or—
- Three year's experience in industrial recreation and a baccalaureate degree.

All applicants who meet one of these requirements, plus high standards of character, will be sreened by the certification committee without further examination until January 4, 1965 (deadline extended by one year at NIRA board meeting in 1963).

The potential of the CIRA program is great. Perhaps most significant is the fact that it is the only formal effort now being sponsored by any organization of any kind which encourages high standards of service and professionalism among recreation leaders serving business and industry.

The certification committee consists of a NIRA past-president, and two other members appointed by the current president.

The association's executive director serves as a non-voting committee member and keeps all CIRA records.

The program attempts to rea following specific objectives:

- To encourage better profe recreation management.
- To make available to ind recreation administrators, on a tary basis, a procedure for recog of personal achievement.
- To raise job requirements status, of recreation administrator
- To interest capable persons tering the profession.
- To give all qualified recr leaders identity in the profession a voice in its affairs.

This last point has been advo by many recreation administrators by nature of NIRA's organizatio not entitled to a vote, or to hold N office. Even the person named a NIRA member company represent is literally and in practice a "com representative" and does not pa pate or belong to NIRA as an vidual.

Completed applications must be mitted with the $10 filing fee w will be refunded if the applicant is accepted. The annual renewal fee is

Application forms and rules are tainable from NIRA headquarters.





A CONFERENCE (cont. from page 17)

al Studies II will feature How to Produce and Run a how, with demonstration by Richard Guy, Vice Presi- f A. Polsky Co., Akron. Business Administration I is se new in the field with papers on How to Start and e a Company Recreation Program, Records and Forms, rogram Management.

mmunity Relations I will be a study of community pro- including Athletic Activities, Scouting, and Welfare es by E. J. Weiland of Pittsburgh Plate Glass Co.

ch is "open" to permit the delegates to join their s before the afternoon periods begin at 3 p.m. The courses offered Sunday afternoon—Social Studies I, al Education I, and Liberal Arts I—will be repeated our choice.

nday evening NIRA's Travel Council, composed of e, tour, convention bureau, and hotel professionals will to answer all your employee group travel questions.

rilyn Greenlaw, Nationwide Insurance Company craft t, will also conduct an evening Craft Workshop.

e final day of the nation's only conference for employee ty managers will open with a breakfast for Certified strial Recreation Administrators with George Seedhouse, f of Community Centers and Playgrounds, Cleveland d of Education, speaking on How Professional Are We? cial Studies II and Community Relations I will be re- ed Tuesday morning with new panelists, and Communi- ns I (an elective) will be included.

t 11 a.m., a general convocation will give delegates a nce to hear Col. Don Hull, Executive Director, Amateur letic Union, speak on Industry's Role in the Olympics, Robert W. Nickels, Executive Vice President, Faultless ber Co., will cover The Corporation Must be Considered Corporate Citizen.

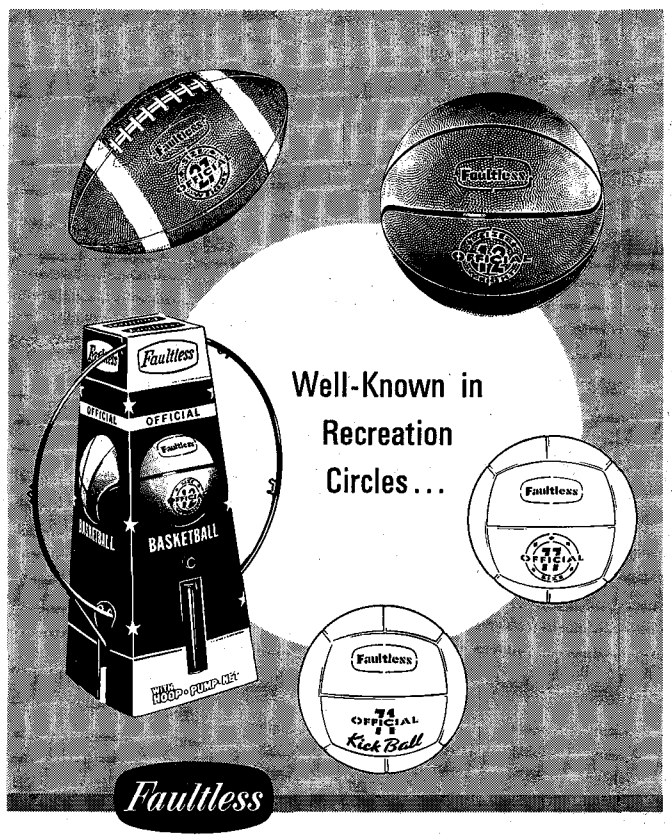
Keynoter for the NIRA Awards Luncheon will be Dick Cann, Director, Pro Football Hall of Fame, who's talk is itled Industry and Professional Sports.

After a final tour of the Exhibit Hall, NIRA's Annual eting and Election of Officers will be held with President ally Dowswell turning over the gavel to his successor. Four ional vice presidents will also be named and for the first e a president-elect.

The 23rd Annual Conference will come to a grand climax h the graduation banquet and annual floor show. As a al package—a wealth of professional knowledge plus xtra features"—this year's Conference is one unsurpassed recent years—one which we think you'll agree you can't ford to miss.



HANNA MANUFACTURING CO.
ATHENS, GEORGIA



athletic balls

WELCOME to the 23rd NIRA Conference. We hope you will have the opportunity to stop in and see the display* of Faultless athletic balls. Also, ask about our inflated playballs, sponge balls and balloons. If you don't make it, do the next best thing . . . write for our illustrated 1964 Athletic Ball Catalog.

***VISIT THE FAULTLESS DISPLAY ...BOOTH #40**

Faultless
CRAFTSMEN IN RUBBER

THE FAULTLESS RUBBER COMPANY
ASHLAND, OHIO

Industrial Anglers Set for NIRA's 1964 Postal Fishing Event

Industrial employees from all over the U.S. will be going into the rivers and streams of the nation this month in search of the fish that will win honors in NIRA's 1964 Postal Fishing Tournament.

All employees of NIRA member firms are eligible to enter the event.

According to John Zervas, of the American Fishing Tackle Manufacturers Association, which co-sponsors the annual event with NIRA, company anglers don't have to land a whopper-sized deep sea fish to win the tournament.

Although Dean Campbell, of Brookhaven National Laboratories, Upton, Long Island, won the 1963 event with a large ocean-bread catch, it would have been possible for a bluegill to have beaten him out of first place.

In the 1963 event, an industrial angler needed only to catch a fish in any species that compared more favorably to the world record catch in that particular species, than Dean's fish did in the striped bass category.

And though Dean Campbell broke all previous NIRA fishing contest records by scoring 685 points (out of a possible 1,000), 1964's anglers need not top that figure to win honors. The previous year's winner, Helen Worman took first place with 534 points—or with a fish roughly half the size of the world's record catch in the Pacific sailfish class.

In each species/category, the record holding fish is rated at a possible 1,000 points, and the NIRA tournament catches are compared with these records—hence the point system.

Only major change in the rules in 1964 is that the tournament has been moved up a month to include the months of May, June, and July—with competition in August dropped.

Entries are restricted to 35 fresh- and salt-water fish listed in the official NIRA tournament brochure.

The Grand National Champion 1964 fishing tourney will be sent all-expense-paid fishing trip to Manitou Island in Lake Michigan. he will fish in Lake Manitou— the best smallmouth bass lakes nation.

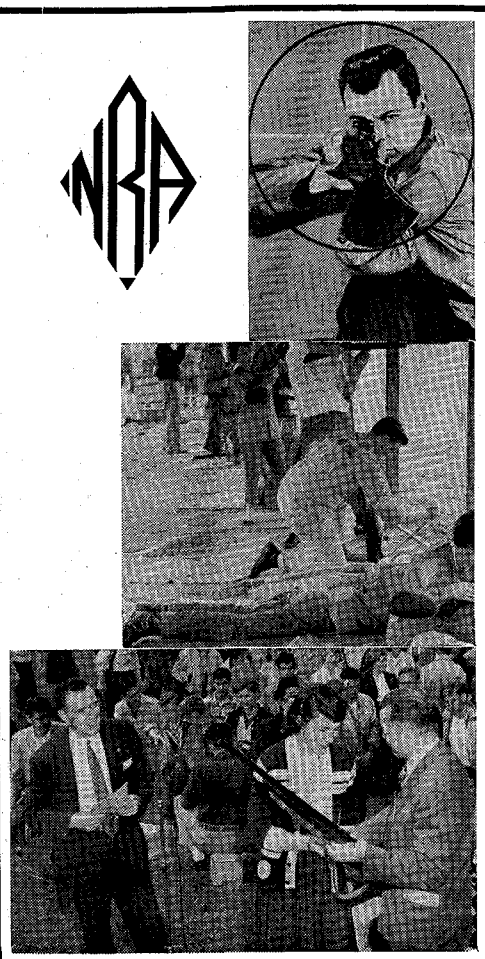
There are numerous prizes, in tion, for best species catch; best ca each of the three tournament m best catch in salt- and fresh-wate sions, and a special prize for the r tion director who submits the h percentage of entries relative to the ber of employees in his firm.

Contestants in the fishing event pete on their own time, record prize catches on an entry form ve by their company recreation dir and send it to NIRA headquarter judging.

Entry forms must reach NIRA later than the 15th of the month lowing the catch.

Promotional materials on the co were circulated to all NIRA me firms earlier this year.

For further information and to ob contest materials, write NIRA, 203 Wabash Ave., Chicago, Illinois 60



NRA

SHOOTING OUGHT TO BE PART OF YOUR PROGRAM!

All of your employees, regardless of sex or age, can participate in shooting sports.

It's easy to sponsor an industrial shooting program. The National Rifle Association has complete information on organizing, setting up matches, planning a range, teaching and certifying instructors. In short, NRA affiliation provides everything you need for a successful activity.

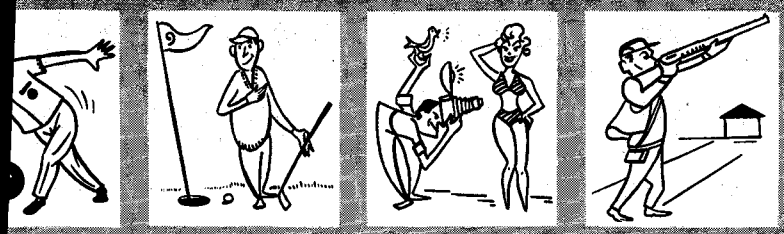
Shooting fun is further heightened by NRA Qualification Awards for varied rifle and pistol scores and through friendly, competitive matches and leagues.

Since it is so easy and so rewarding to make shooting a part of your program, why not send for complete information—Today! A note or card to the address below will bring you details.

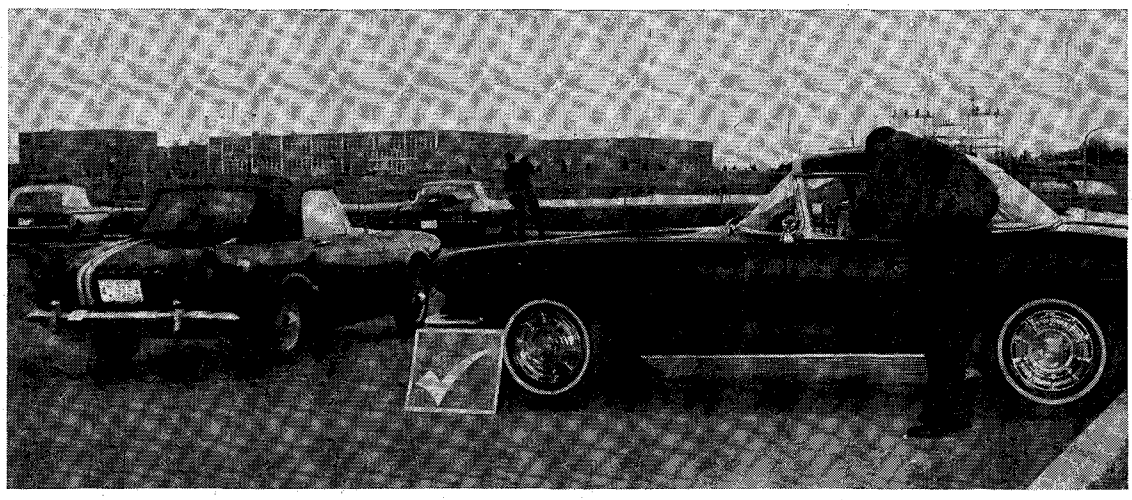
Dept. R-1, Club Section

NATIONAL RIFLE ASSOCIATION

1600 Rhode Island Avenue, N.W., Washington 6, D. C.



IDEA Clinic



ports Car Clubs: Growing in Popularity

p Minneapolis-St. Paul way, where NIRA held its annual meeting a year ago, there are any number of panies vying for the top spot in industrial recreation.

Outstanding among them is Minnesota Mining and nufacturing Co., where more than 400,000 hours of or-ized recreation were provided through the employee-erned 3M Club during 1963.

This averages out to approximately one hour a week for h of 3M's Minneapolis area employees.

The company pays for about 30 per cent of the cost of total program, and the 3M Club pays the remainder. out 80 per cent of the Club's income is derived from mmissions on vending-machine sales throughout the com-ny's St. Paul plants and offices.

One of the newest and most unusual activities sponsored the 3M Club is a sports car club. Since its founding a ar and a half ago, membership in the sports car club has own from 14 to 58 members, including 10 women.

Approximately 60 per cent of the members have their own rs. The others serve as rally masters, navigators, check oint personnel, time keepers, and so forth.

Since its founding, the club has sponsored at least four llies, two gymkhanas (races determined not by speed but y driving skill), a "funkhana" (in which contestants drive s they would on city streets—turning, parking, etc.) and an e gymkhana. Most rallies run from 70-90 miles.

More than 80 drivers were invited to participate in the ice ymkhana held recently on a lake outside Minneapolis. Driv-ng the 1½ mile track was designed to test and improve the ontestant's skill in driving on ice.

When they aren't driving, club members meet once a month at the company's recreation area near Lake Elmo to talk about their cars, plan rallies, watch movies of sports car events, and so forth. The club is now planning a night rally.

The club also publishes its own newspaper, "Swerves 'N Curves," and currently is using it to promote the use of seat belts among all employees. An insert on seat belts in every issue is designed to be posted on bulletin boards near a member's desk.

The club's budget is small—but so is its expense list. About the only thing necessary for the club to buy are trophies for the winners of the various events.

Although money for equipment such as time clocks is now being worked into the budget, most of the club's expenses have been covered by its members.

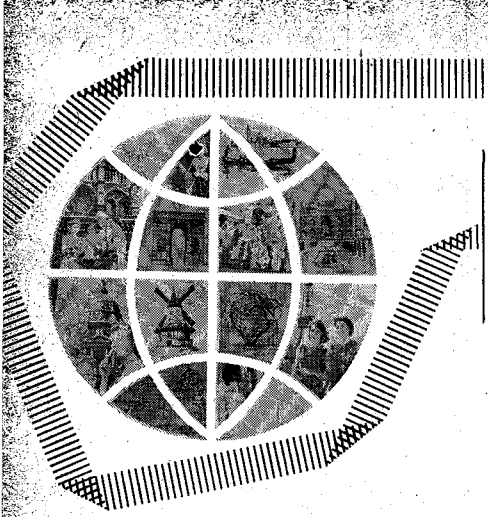
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The Bat with the MOST on the BALL

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SNOW SKIS TOBOGGANS WATER SKIS CROQUET SETS BOWLING PINS

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DOLGEVILLE, NEW YORK



LET'S TALK TRAVE

NEWS AND VIEWS ABOUT ORGANIZING AND RUNNING EMPLOYEE
GROUP TRAVEL ACTIVITIES, INCLUDING SHORT AND EXTENDED
TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF IN

Travel: A Key Part of NIRA's 23rd Annual Conference

Among the exhibitors whose products and services will be displayed for the delegates at NIRA's 23rd Annual Conference and Exhibit in Cleveland is an impressive list of NIRA affiliate and associate members from the travel industry.

Five of them—American Express, New York Convention Bureau, SWISSAIR, Trans World Airlines, and Travelpower—are members of NIRA's elite Travel Council (associate members of NIRA), and three of them—El San Juan Hotel, Lufthansa, and Sabena—are affiliate members of the association.

In addition a number of other affiliate and associate members are expected to attend the conference, even though not exhibiting.

In an unprecidented move the NIRA Travel Council has scheduled a session for Monday night of the conference, in which the delegates as a whole can participate, by directing their questions to the travel experts on the council.

As reported earlier in R/M group travel has grown tremendously since 1958 in industrial firms across the land and the Travel Council was initially formed to cope with the growing need for expert direction among travel-minded U. S. firms. It's been predicted that this year will be the biggest year for the activity in history.

Industrial group travel—given a mighty boost by the 1964-65 New York World's Fair—is just one more reason why NIRA's Cleveland Conference could be the key to the recreation programs of industry during the coming year.

NEW YORK'S
Hotel
Abbey
51st Street • Radio City
• Convenient
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Entirely Air-Conditioned
Television in every room
Stockholm Restaurant
Breakfast Room
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GARAGE (AAA) PARKING
Write for Color Brochure NIRA
Full Cooperation with
Travel Agents

U.S. Railroads Increase Group Travel Participation

Perhaps the major part of emp group travel is done by air, wit world's bus lines coming in a second and other carriers lagging where thereafter. More and more, ever, reports of trips by rail are cro R/M's desks.

A number of NIRA firms, pa larly those in the East and the Mid east of the Mississippi, are plan train tours to the New York Wo Fair.

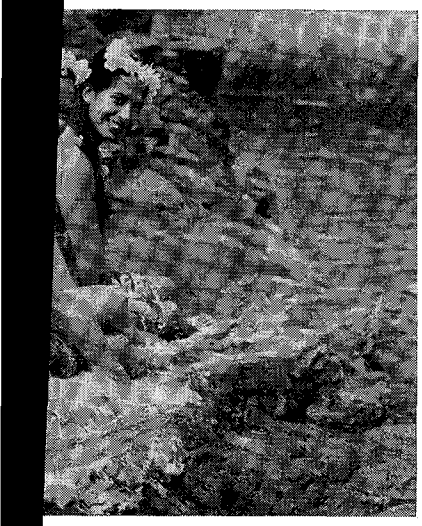
In fact it would probably be fa say that the majority of all group t done by train during 1964 and 1965 as its object the World's Fair.

One NIRA organization which scheduling a trip in the other direct however, is the USIA Recreation A ciation, from the U.S. State Departm in Washington. Employees of USIA spend a week in Miami Beach in M 1964, traveling round trip via Seabo Railroad. Total tour package is being fered at $107 per person. A side-cru to Nassau is optional.

There was one possible snag in event. As R/M went to press in m April, a national railroad strike w scheduled for April 25—just one we before the USIA Miami trip was to before the USIA Miami trip was to underway.

ALPHA INTERNATIONAL
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Special Vacation Tours for Employees—Sale Incentive Programs
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Europe and Middle East Travel Specialists • Overseas Company: Turviaggi Travel Org.
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Motorcoach Co.

awaiian Movie Trails' Will Be atured at NIRA Conference



om "Hawaiian Movie Trails," a film to be d at the Cleveland Conference.

"Hawaiian Movie Trails" a cinematic production of two ambitious Kodak photographers, Chuck Kinsley and Jack Streb, will be featured as part of the program at NIRA's 23rd Annual Conference and Buying Show in Cleveland.

The Kodak Employees Travel Club is one of the largest and most active groups in NIRA, and has scheduled many trips, as have other NIRA employee groups, to Hawaii.

Kinsley and Streb were out to prove that with careful planning anyone could make a good picture record of his travels on a two or three week vacation trip.

"Hawaiian Movie Trails," presents the beauties of that Pacific paradise as it could be recorded by photographers accompanying an employee tourist group, or by the employees themselves.

GE Offers World's Fair Attendance Prize

Perfect attendance is the eligibility standard for an expense-paid trip for two to the New York World's Fair, from the General Electric Co.'s. Owensboro, Ky., plant.

The trip, which is valued at $750 after taxes, is based on the following drawing procedure:

The name of one employee is drawn each working day till May 15. On that date, the names will be placed in a "Circle of Distinction" provided they have worked 60 consecutive days without absence.

The winner is drawn from this list.

ilton lets
ou in on the
even secrets
hat put
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parkle in
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Caribe Hilton, San Juan, Puerto Rico. World's most popular resort hotel on sweeping beach between Old and New San Juan. 17-acre estate. 2 swimming pools. Tennis courts.

Dorado Hilton Hotel & Country Club, Dorado, Puerto Rico. 236-acre beachfront estate with 18-hole championship golf course, swimming pool and tennis courts.

Mayaguez Hilton, Mayaguez, Puerto Rico. In the heart of Puerto Rico's new West Coast tourist area. Hillside estate overlooking the bay. Swimming pool. Tennis courts.

Virgin Isle Hilton, St. Thomas, U.S. V.I. Mountain-top paradise with fabulous views of the island and the sea. Swimming pool. Tennis courts. Freeport bargains.

Jamaica Hilton, Ocho Rios. Gem of Jamaica's beautiful North Shore. Swimming pool. Tennis courts. Golf available.

Trinidad Hilton, Port-of-Spain. The upside-down hotel, overlooking Port-of-Spain and the sea. Two swimming pools. Tennis available.

Acapulco Hilton, Mexico. Right on the beach, with acres of tropical gardens. Huge swimming pool with island-restaurant.

Continental Hilton, Mexico City. On the fashionable Paseo de la Reforma, within easy reach of all the excitements of this fascinating city. Bull fights, jai alai, Chapultepec Castle, all nearby.

Guadalajara Hilton, Mexico. An oasis of modern comfort in a beautiful Spanish colonial city, famous for its music and handicrafts. Swimming pool. Bowling. Golf and tennis available.

Hilton Hawaiian Village, Honolulu. World's beachiest hotel, with every kind of water sport. 5 swimming pools. Surfing. Catamaran cruises.

Kahala Hilton, Honolulu. Sumptuous beachfront hotel in exclusive residential area. Swimming pool. Golf and tennis courts available.

Every one of these hotels offers all the comforts of Hilton. Exciting décor...superb local and international cuisine...friendly Hilton service. For full details and group rates, write to Recreation Advisory Service, Hilton Hotels International, Waldorf-Astoria Hotel, New York 22, N. Y. Phone: MU 8-2240. For reservations, see your travel agent, or call any Hilton Hotel or Hilton Reservation Office.

Go International—with all the comforts of Hilton

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS WANTED

Certified Industrial Recreation Administrator wishes to locate in Florida and desires a position as Recreation Director or a position in a related field. No encumbrances and willing to travel. Experience includes 18 years in Industrial Recreation, with last 11 years as Recreation Administrator. Salary open. Resume furnished upon request. Mary J. Best, CIRA, Distillation Products Industries, P.O. Box 1910, Rochester, New York 14603.

Man with excellent recreation background as special services officer, U. S. Army, seeks position as recreation director, major industrial corporation. Married. Three children. Age, 48. Salary, $6,500.
Box #88—RECREATION MANAGEMENT

Man with background in municipal recreation management seeks position in industry. M.E. degree in Administration. Age, 39. Married. Two children.
Box #89—RECREATION MANAGEMENT

Young man with more than ten years experience in industrial personnel/recreation work seeks new position in industry. Married, 3 children. Salary, $8,500.
Box #98—RECREATION MANAGEMENT

Young man with recent M.S. in recreation administration seeks position as industrial recreation director or assistant in Los Angeles area. Also served as municipal recreation director. Age 28. Unmarried. Salary, open.
Box #99—RECREATION MANAGEMENT

Man with recent B.S. degree in recreation desires position with industry. Single. Age 24. Salary, open.
Box #100—RECREATION MANAGEMENT

Man with B.S. in recreation and experience in municipal field seeks industrial recreation position. Married. Age 27. Salary, $7,500.
Box #101—RECREATION MANAGEMENT

Young man with M.A. in recreation seeks position as assistant to the recreation director. Married, one child. Age 28. Salary $6,500 to 7,500.
Box #102—RECREATION MANAGEMENT

Young man with B.S. in physical education seeks position as industrial recreation director. Ten years experience in the field. Married, one child. Age 28. Salary, $6,800 to 7,200.
Box #103—RECREATION MANAGEMENT

Recent graduate with B.S. in physical education seeks recreation position with strong accent on sports. Married, one child. Age 23. Salary, $6,000.
Box #104—RECREATION MANAGEMENT

R/M RECREATION READ

Golf

TESTED WAYS OF TEAC
GOLF CLASSES / *by Maurine B*
W. C. Brown Co., 135 S. Loc
Dubuque, Iowa $2.25

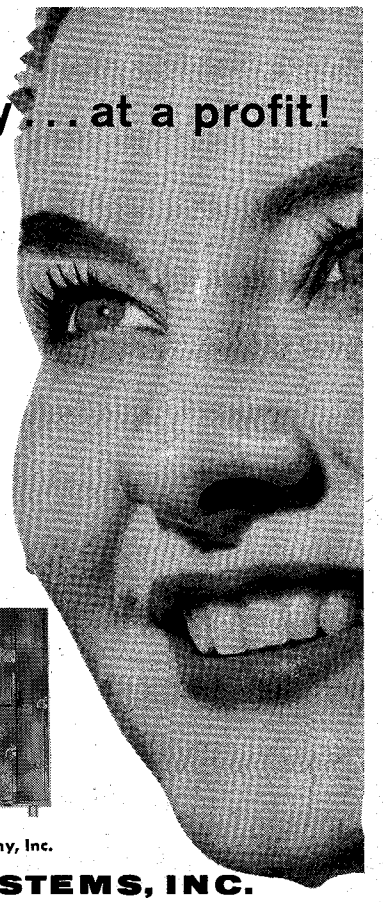
With more than 6,500 golf co
the U.S., there is an ever-increas
mand for class instruction in
Though this publication is intend
marily for school and college golf
ers, all golf instructors should
a helpful tool.

The book is divided into three
The first is concerned with teachin
door lessons, the second with te
indoor lessons, and the third wit
terial for supplemental instruction

Hunting

HOW TO HAVE MORE PHEAS
HUNTING / *Sportsmen's Service*
reau, 250 E. 43rd St., New Yor
N.Y. 25¢

This booklet was prepared as a
for sportsmen who wish to provide
own hunting through in-season sto
of pheasants—as many NIRA me
firms do—during their state-wide s
or by starting a small shooting pres

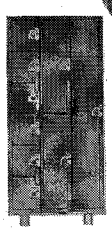


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Whether or not you charge for Coin-Lok self-service checking, your profits are still substantial. You save on attendant salaries, lost article claims, overtime costs and employer-employee headaches! Any questions? Drop us a line, address below.

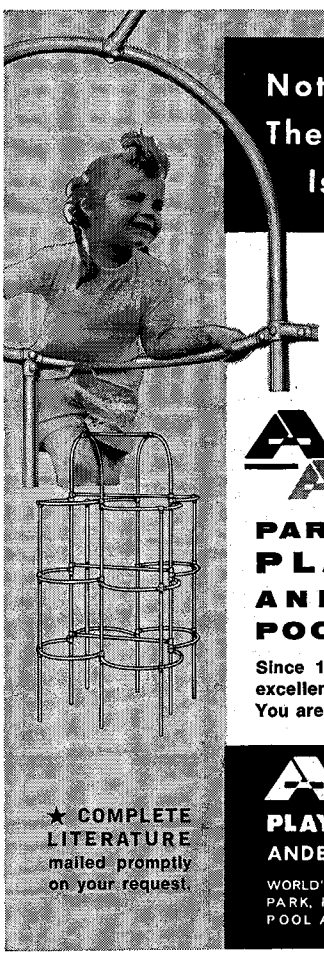


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Nothing Less Than The Best Equipment Is Good Enough—

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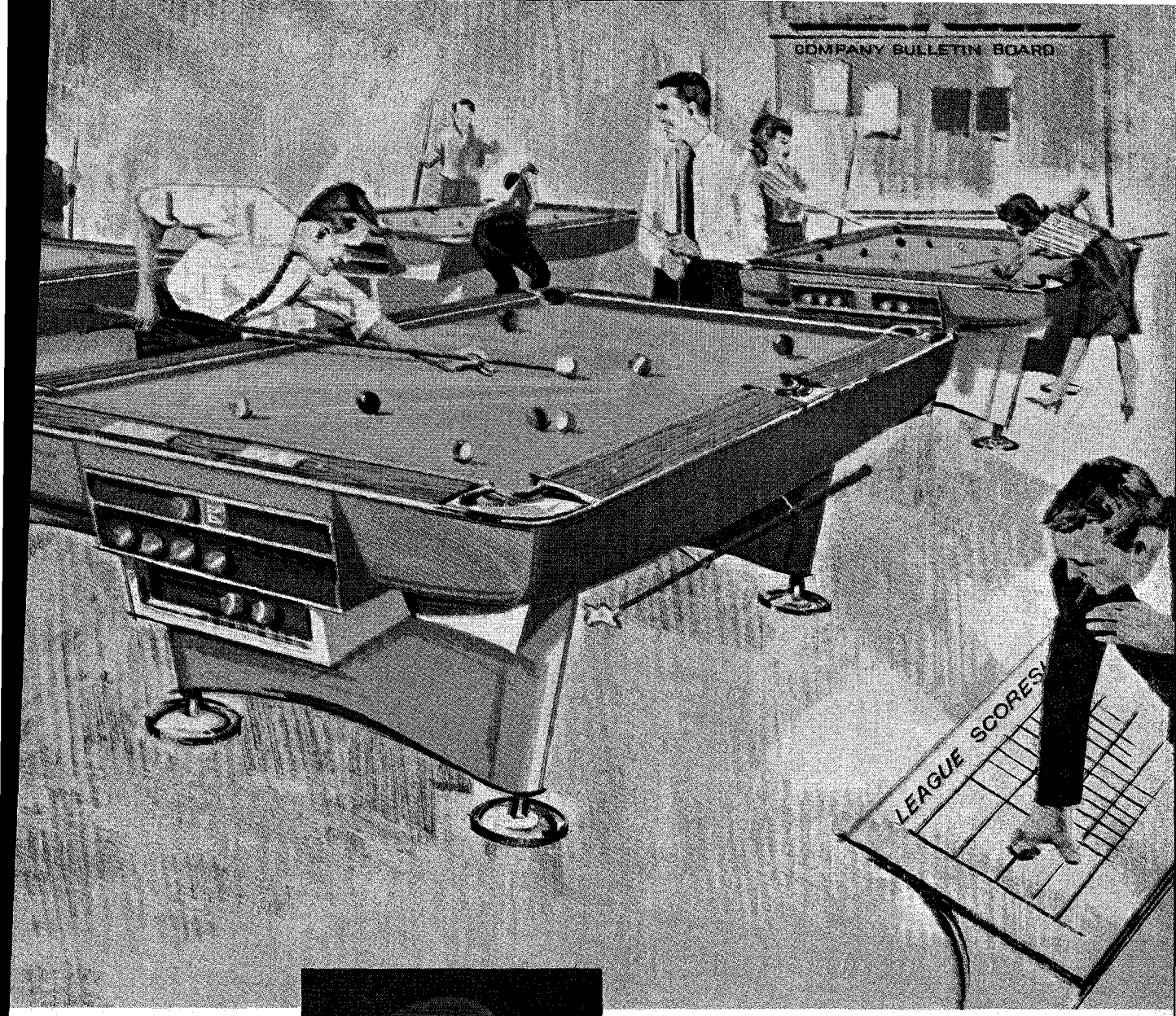
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WORLD'S LARGEST MANUFACTURERS OF FINE PARK, PICNIC, PLAYGROUND, SWIMMING POOL AND DRESSING ROOM EQUIPMENT

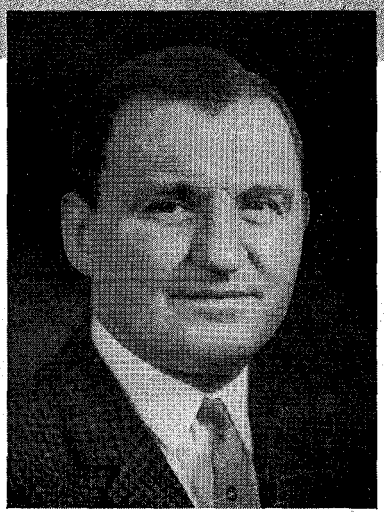


See the "new look" Gold Crown table in 20 cloth and apron color combinations

"Our billiard room league is becoming one of the most popular activities in our recreation program."

CHARLES BLOEDORN,
Recreation Director,
Firestone Tire and Rubber Co., Akron, Ohio

1963 Helms Athletic Foundation Award Outstanding Employees Recreation Program



The resurgent popularity of billiards and the participation it inspires, has made it the most exciting new addition to in-plant (out of plant, too) industrial recreation programs. Men and women – white collar and blue shirt people – apprentices and folks approaching retirement, will thank you enthusiastically for the introduction of this challenging recreation into their work-a-day environment.

We'd be glad to tell you how billiards (league or individual play) can fit into *your* plan.

Brunswick BILLIARDS

WORLD LEADER IN RECREATION FOR INDUSTRY

MAIL ME TODAY

BRUNSWICK CORPORATION,
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☐ Please send me plans for organizing a billiard league

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Name _____ Title _____

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CHALLENGING RECREATI



Recreation Directors around
are high in their praise of Poc
for wholesome lei
Billiards, after all, is the fas
indoor recreation of
a game of skill where chall
and the spirit of competition e
No new comer
BURROWES Pocket Billiard Tables
by ninety years of manufacturing
See for yourself . . . visit BU
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VISIT US AT NIRA SHOW
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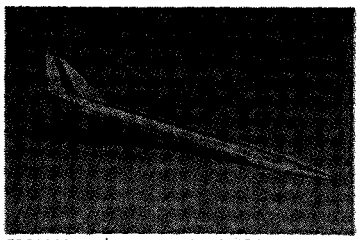
For a 1964 Catalog and further information on tried and true BURROWES Pocket Billiard Tables, Write: Recreation Consultant, Burrowes Mfg. Corp., Dept. R, 70 Free Street, Portland, Maine. There are models for every home and industrial recreation requirement.

urrowes

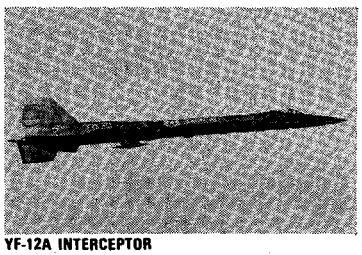
POCKET BILLIARD TABLE

RECREATION MANAGEMENT

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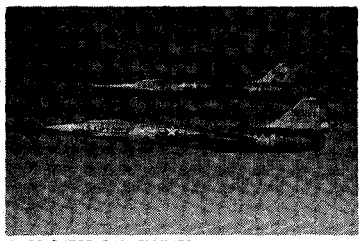
PROPOSED SUPERSONIC TRANSPORT



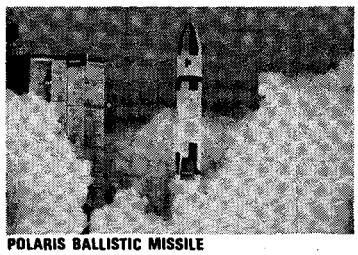
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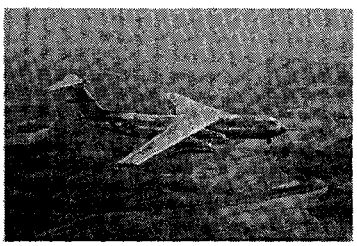
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F-104 SUPER STARFIGHTER



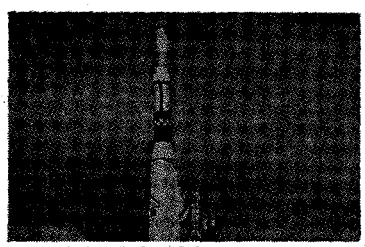
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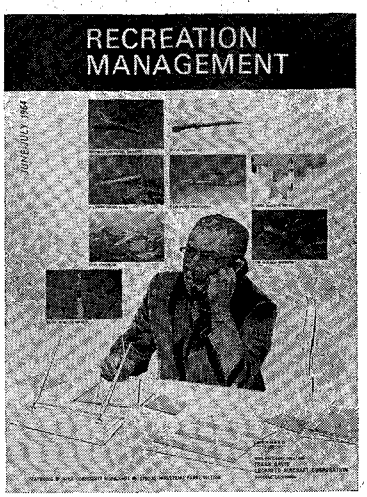
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JUNE-JULY 1964
Volume 7, Number 5



This month, R/M pays tribute to Frank Davis, elected NIRA's president in May. Lockheed Artist Forrest Lindsey rates praise for his tasteful design of our June-July cover, featuring NIRA's new chief executive.

Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

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where those responsible
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gns of the times...

U.S. STAMP TO HONOR FISHING? A 5-cent postage stamp to honor America's nearly 60 million fishermen has been recommended to the U.S. Post Office by the American Fishing Tackle Manufacturers Association with the endorsement of major outdoor recreation groups. A good many other nations have already done so, and AFTMA states that the U.S., where fishing is the No. 1 outdoor sport, should follow suit.

STILL ON THE INCREASE. More golf balls dotted the fairways of ica's 7,477 golf courses in 1963 than in any previous year. six or seven million golfers playing 15 or more rounds last year esent an increase of 30 per cent from 1960. According to the onal Golf Foundation, another 1.25 million played golf, though r than 15 rounds. Perhaps even more startling, the Athletic s Manufacturers Association claims that golf now accounts for than 45 per cent of the nation's expenditures for athletic ls. Finally, says the Bank of America, to meet the rising demand golf facilities, more than $50 million is currently invested ı year in new golf courses.

'CLUSTER DEVELOPMENT' FAVORS PARKS? People concerned about the destruction of natural landscape and loss of open space in urban areas may find themselves in an unexpected alliance with their traditional "enemy"—the housing developer. In a brochure published by the American Conservation Association the idea is explored: by grouping the houses more tightly together, the bulk of a tract can be left open for parks and recreation. In the last couple of years, the association notes, building trends have favored this principle.

IONWIDE SHOOTING NETWORK. The country's first nationwide network commercial recreational shooting areas was announced recently by chester-Western Division, Olin Mathieson Chemical Corp. The ision expects to open between 40 and 45 franchised gun clubs from st to coast before year's end. The clubs will be trap and skeet oting facilities operated under franchise to local business corations. Olin is aiming for 400 facilities by 1970.

NEW TREND IN BOATING. The new trend in yacht styling may be toward boats that look like boats, but once aboard it's hard to tell you're afloat. Many have wall-to-wall carpeting, deep upholstery, decorator color schemes, showers, hot and cold running water. Galleys have formica counters, stainless steel sinks, three burner ranges, and a big refrigerator. Other features include stereo, built-in bar, dishwasher, air-conditioning, and television set. A far cry from the old canoe, laden to capacity with the bare essentials, but something for the industrial employee who has everything.

VES THOSE GOLF HANDICAP HEADACHES? A west coast firm called S. Golf Handicaps, Inc. has developed a system, with the use of histicated electronic equipment, to help solve an individual's dicapping headaches. "Too many weekend golfers" a spokesman d, "are beat on the first tee because they are not sure of their dicap or they have no official proof. U.S.G.H. sells memberships $5 a year, and in return the golfer gets a handicap computed ctronically. The computer retains a complete record of each past re, which is used in evaluating each new handicap. U.S.G.H. also ls group memberships. For more info, write Box 72, Pebble ch, Calif.

more than 500

delegates

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CLEVELAND MEET: A MILESTONE PASSED

The 1964 Conference of NIRA in Cleveland, as it now fades into the more proper perspective of past events, is being chalked up in the minds of most delegates as a huge success.

Even while it was still in progress, many a long-time NIRA member, in enthusiastic asides to members of the conference committee, termed the Cleveland meeting among the best they had attended.

Conference evaluation cards passed out during the closing hours of the conference and turned in prior to the delegates' departure were running better than 9 to 1 in favor of the "College of Employee Activities" format.

Credit for the success of the conference properly rests with the committee headed by Ben Kozman, Thompson Ramo Wooldridge, and with Martha Daniell, Nationwide Insurance Co., and Charles Mears, The B. F. Goodrich Co., "deans" of the NIRA college.

Under their tutelage, delegates participated in abbreviated "courses" in such fields as health and physical fitness, employee music, finance, youth activities, community recreation, scouting, varsity athletics, public relations, camping, skin diving, shooting, and a host of other topics.

Each course was instructed by a NIRA member who has considerable experience in the fields in question, with a half dozen other experts sitting on a consulting panel. (R/M will carry much of the college course proceedings in the NIRA Annual issue in December, 1964. Plan to keep that issue as a permanent part of your recreation reference library.)

Board members of NIRA, were somewhat more enthusiastic about this conference than was the general delegation, as they labored behind the scenes in exhausting sessions prior to following the main events of the conference, reviewing past year and laying plans for future programs.

At the association's Annual Meeting, the outgoing p dent, Walter Dowswell, Motorola, Inc., touched briefly some of the association's recent progress, and the mood persists is that NIRA has turned a corner and is on its wa impressive gains in a number of key areas.

A few milestones include:

—**The Conference Itself:** Professionally and financial success, it renewed the enthusiasm of the membership, laid groundwork for the new year, exposed the association to m who had not been aware of it, and gave a big boost to the i portfolios of the recreation directors attending.

—**Membership Gains:** The conference served as the offi "first hurdle" in a revitalized membership campaign wh netted NIRA an impressive list of new members (46 in tot and helped reduce the number of dropouts.

—**Tournaments and Competitions:** The Cleveland me ing was a key planning session for the growth and expansi of NIRA's tournament program. Tournament committeem were able to boast increased participation in all but one NIRA's annual national tourneys. Plans were announced f revamped versions of the popular bridge and bowling tourn ments. An archery tournament and the first deer trophy co test both show great promise in their initial year.

—**Standardized Tournament Policy:** Perhaps more i portant than the encouraging reports on the tourneys the selves was the formation for the first time of a standardiz operating policy for all events sponsored by NIRA for e

of member firms. NIRA's directors saw it as a basic nt in the expansion of the tournament program.

holarship Program: At the Cleveland Conference the nnounced that NIRA's National Industrial Research ucational Foundation had been granted a not-for-profit y the Internal Revenue Service. Most saw it as a green r the expansion of the research program and the board peful that with contributions to the fund now on a tax- status more scholarships could be given.

IRA Program: NIRA's Certified Industrial Recreation istrator program, which grants the only official desig- of professional excellence in the field of industrial rec- to individual men and women, had approved nine new ates during 1963-64, bringing the total membership to

lelms Award: NIRA's award to companies for overall nce in the field of industrial recreation was officially re- ed at the Cleveland conference, after a year's study at nds of a committee. The recognition it gives is unique NIRA services, and a national business publication had it the subject of a major industrial relations feature dur- e month the conference was held.

Key Conference Goals

e list of key conference occurrences is much longer. ng the issues voted upon were the following: grant to help the U.S. exhibit at the International Recreation Congress pan this year; publication of a booklet called "Top Man- ent Speaks", including statements on the value of in- ial recreation by a score of the nation's civic and business rs; scheduling of a top-level executive committee plan- session for Scottsdale, Ariz., for January, 1965 to assess range NIRA goals.

or a more detailed look at recent developments in NIRA rams, as well as reports on key conference occurrences, he *NIRA Newsletter* section of this issue.)

om top to bottom, this was a conference it would have a shame to miss. The pre-conference tour—in which 300 erees participated—to the Pro Football Hall of Fame, ken Roller Bearing's recreation park, and Meyer's Lake was frosting on a conference cake whose strong point the serious business of industrial recreation.

ven while at Meyers Lake, the delegates heard their first kers, including Dick McCann, director of the Pro Football l of Fame, and H. E. Markley, Executive Vice President, ken Roller Bearing. Markley sketched the entire employee eation program at Timken, stressed his company's feeling recreation is as good for business as it is for the em- yees.

Exhibit Hall Stocked

Delegates were guests of Meyers Lake for the evening and *carte blanche* treatment at all amusements and at a special nce that evening.

Next day, the first official day of the conference, NIRA un- led one of its best stocked exhibit halls ever, including a eat variety of the products and services essential to the suc- ssful industrial recreation program—everything from sport- g goods to professional entertainment, from travel to play- ound equipment.

Al LaGasse, Executive Director of the American Institute Park Executives, presented a formal plan for the con- lidation of leading U.S. recreation organizations under strong central leadership. (In a unanimous decision, NIRA's board later decided on a policy of "cooperation rather than affiliation," as a desirable alternative to the plan.

With more and more recreation directors under strong mandates from top management to give a physical fitness and personal health cast to the recreation program, NIRA's first Sunday speaker was especially appropriate. He was Dr. Walter C. Alvarez, M.D., one of the world authorities on internal medicine. The 82-year-old doctor is a prime example of his thesis that anyone can add years to his life by exercise, control of his diet, and periodic medical check-ups. Keeping a young outlook when age comes on, he said, is important since good health is at least partly psychological.

Charles Kinsley, Eastman Kodak Co., narrated a film which he put together on a recent trip to Hawaii. His purpose was to show that the average tourist can put together a good home movie with a little ingenuity even while on a somewhat hectic foreign tour. Those who attended agreed that he proved his point.

Monday morning and afternoon was given to the College of Employee Activities and Monday evening was the prescribed time for a handicrafts workshop and the travel session which—as the *NIRA Newsletter* points out—caused a great deal of comment.

Tuesday morning Col. Don F. Hull, Executive Director, Amateur Athletic Union, told of current problems with the Olympics and noted that as in other countries, U.S. industry could play an important part in future Olympics by sponsoring top grade amateur competition. Sharing the bill with him was Robert W. Nickels, Executive Vice President, Faultless Rubber Co. who hosted the NIRA bowling tournament in Ashland, O., this spring.

NIRA Awards Luncheon

At the Tuesday luncheon, E. E. "Rip" Miller, Athletic Director, U.S. Naval Academy and a former member of Notre Dame's Seven Mules, noted that athletic activities are considered a vital part of the training of all future Navy officers. He said all midshipmen participated in organized sports of some kind, in addition to the usual physical fitness program.

(An additional report on the NIRA Awards Luncheon, as well as a comprehensive run-down on the NIRA Annual Meeting and Election of Officers which followed later on Tuesday, is included in the *NIRA Newsletter* portion of this issue.)

Among the highpoints for which NIRA's 1964 Conference will be remembered was the dazzling display of press relations savvy demonstrated by Thompson Ramo Wooldridge's able public relations director, Ben Marino, who was pressed into service for the period of the conference. Former newsman Marino engineered NIRA into at least one area newspaper each day of the conference, including one front page spread in the *Cleveland Press,* and arranged for a full hour radio interview for Conference Chairman Kozman, and a six minute TV interview for Past President Ed Mitchell.

Somewhat more than 50 delegates attended their first NIRA conference in Cleveland, and a large percentage of them indicated an interest in attending the next conference in Milwaukee.

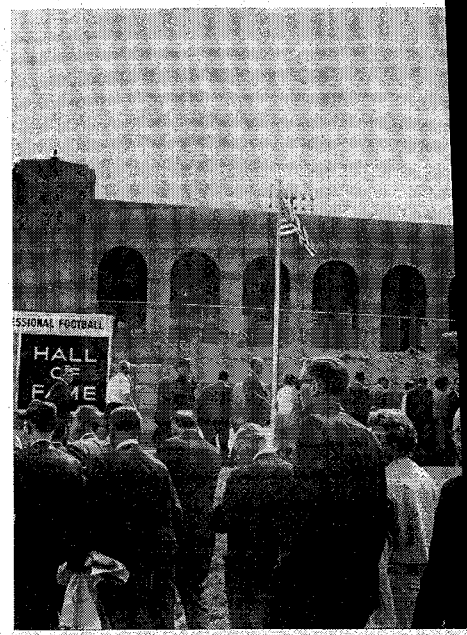
Meanwhile, that city's group of conference organizers, already hard at work on the 1965 meeting, will be hard pressed to maintain the level of professional instruction achieved in Cleveland, though in a parting pep talk to the delegates, Carl Klandrud, next year's conference chairman, promised to surpass it.

CLEVELAND CONFERENCE PHOTO REPORT





Frank Davis
President, NIRA



Charles Bloedorn, Goodyear Tire & Rubber Co., Akron, was elected president-elect of NIRA. He'll be next president.

Elected to the presidency of NIRA in Cleveland was Frank Davis (see cover), Lockheed-California Co., Burbank, Calif. Davis had served the association for six years as treasurer prior to his election in May.

One of the highlights of the NIRA Conference was Pro Football Hall of Fame in Canton, O., in which participated.





Above: Head table shot of the NIRA Awards Luncheon at Conference. *Below:* Included in the group which helped form the National Industrial Recreation Association at its original meeting in Chicago were five who attended the 1964 Conference in Cleveland. (L to R) Fred Wilson, Scovill Mfg. Co.; Bob Delius, Tennessee Eastman; Charles Johnson, United Airlines; Harold Mayfield, Owens-Illinois, and Robert Turner, West Point Mfg.

Above: At the site of the Timken Roller Bearing Rec Earl Schreiber, explains facilities there to (l to r) John Le Huston, Mel Ackerman, and J. R. Mitchell. *Below:* Th Conference boasted a well stocked exhibit hall. Among sented were Smith Enterprises (right).







ll, Nationwide Insurance Co., (at rostrum) presides at during conference, honoring the members of in- ation's only professional organization.



Twelve of NIRA's past presidents attended the conference. Included (l to r, standing) were Ben Kozman, Thompson Ramo Wooldridge; John Leslie, 3M Company; Robert Turner, West Point Mfg.; R. M. Isacksen, Seeburg; A. H. Spinner, Armstrong Cork Co.; Carl Klandrud, Allis-Chalmers; (l to r, kneeling) Ken Klingler, Consolidated Vacuum; Oskar Frowein, Republic Aviation; Walter Dowswell, Motorola, Inc.; and E. T. Mitchell, U. S. Steel. Absent from the photo were: Tom Croft, General Dynamics/Fort Worth, and W. H. Edmund, Goodyear.



edhouse, Commissioner of Playgrounds for Cleveland NIRA's CIRAs at breakfast meeting honoring them. ohn Leslie, Seedhouse, and Don Neer. *Below:* Among dline speakers were (l to r at rostrum:) Col. Don Hull, AU, R. W. Nickels, V.P., Faultless Rubber Co., Newt West, eries.



Meyers Lake Park hosted pre-conference banquet in Canton. At rostrum (l to r) is Walter Dowswell, Motorola; H. V. Markley, V.P., Timken; Earl Schreiber, Recreation Director, Timken, and Don Neer, NIRA's Executive Director. *Below:* NIRA's delegates make the rounds of exhibit hall, taking a look at a great variety and volume of athletic and recreational goods.





In the first of this issue's three features on outstanding industrial parks, R/M goes to Cincinnati to visit GE's outstanding recreation area . . . a must stop incidentally for NIRA's 1966 conference in that city.



GEEAA officials, including NIRA's Dan Zieverink, s plans for new 18 hole family golf course.

Cincinnati's GEEAA Industr

Park Is One



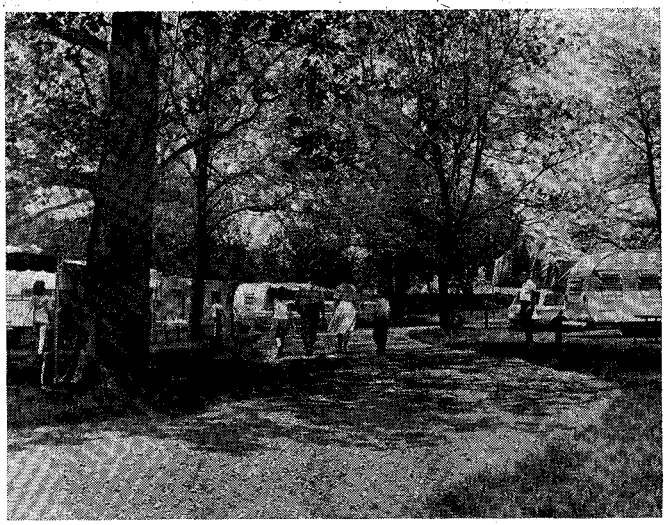
Nancy Vonderheide, former Womens World Archery Champion and current National Archery Champion, learned her skill with the bow through constant practice on the range at GEEAA Park.

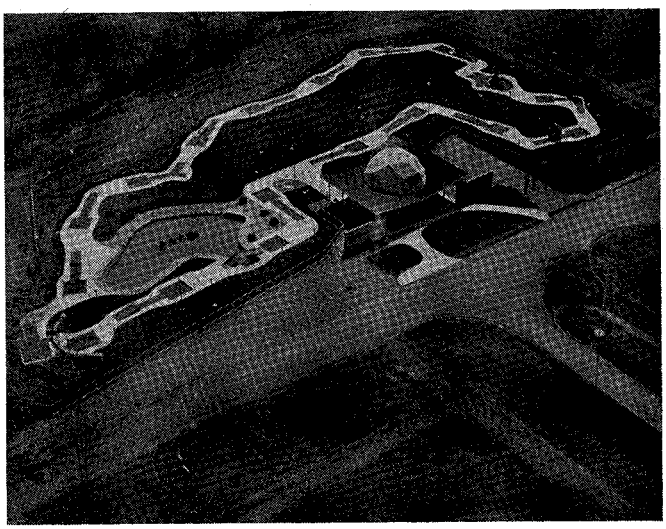
Employees of General Electric's Evendale, Ohio plant outside Cincinnati enjoy one of the finest and complete industrial recreation parks in the Midwest. A f time professional staff of company employees provide supervision and coordination necessary to implement operating policies established by the Board of Trustees of General Electric Employees Activities Association, the ployee organization which operates the park and provide complete year-round recreation program.

From the outset, prime consideration was given to prov ing facilities needed to meet the needs of employees and th families that were not otherwise available in the excellent isting city and county park systems. Great emphasis was giv to selecting facilities designed to minimize maintenance co and to provide maximum safety, particularly in the childre play areas.

The selection of a professional park planner to develop park master plan was the first step taken after the selection the site just 6 miles north of the GE plant. The park was of cially opened in the summer of 1958 with approximately 25 of the present facilities in place. Each succeeding year has se the addition of at least one new major facility, inclu ing this year a new 18-hole 3,800-yard family golf course, a the first 32 of a planned 132 travel trailer or tent camp site

Facilities now in place include: shaded picnic area; picn shelters; modern rest rooms; lighted children's play area picnic tables; outdoor grills; travel trailer and tent camp site lighted miniature golf course; ball diamonds; model airpla





he features which make the GEEAA Park unique are: **Top Right:** ate camping grounds where GE families enjoy weekends out of **ower Right:** an 18-hole miniature golf course with shaded ad- ion building, and **Below:** their own golf pro shop with snack bar.



e Nation's Finest

les; outdoor theater; lighted volleyball and basketball rts; table tennis tables; tether ball; clay horseshoe courts; nted driving range; golf clubhouse; snack bar and golf rse.

While these facilities are generally available to members d their guests on a non-reserved basis, employee groups may, a small fee, reserve a specific picnic area and shelter house th use of kitchen facilities included. Priority is also given e more than 50 softball and volleyball teams participating the plant intramural leagues when scheduling use of the ll diamonds and volleyball courts. Starting in 1965, it is ex- cted that the more than 1,500 participants in the plant for- al and informal golf leagues will use the new golf course.

Although fees have always been charged for use of the golf cilities, in recognition of the company's support, the Ac- vities Association has kept these fees at a level below that harged at comparable public facilities. Use of the park is mited to employee members of the Association, members of heir families and guests. Each member is allowed to have as is guest one family unit or five children. Admission to the ark is controlled by requiring all members to present their membership card to the attending park ranger. Employees for- getting their membership cards are required to wait for a check of the membership list to establish their eligibility before being allowed to enter the park.

In addition to the company employed supervisor of rec- reation, the program administrator and the park supervisor of maintenance and construction, the Association employs three full-time and up to 20 additional part-time employees for the required operation and maintenance work at the park. The administrative employees referred to as park rangers are recruited almost entirely from the area high school coaching staffs. This choice was made because of their demonstrated ability to deal with people at all levels, particularly in times of stress resulting from participation in competitive sports, as well as their ability to provide first aid when needed. Because the park operation is seasonal and a seven-day operation, a unique compensation plan has been worked out for the full-time park employees. This provides for unlimited work hours during the regular season with compensatory time off during the fall and winter in lieu of overtime pay.

For each of the past two years an average of more than 140,000 employees, their families, and guests have taken advantage of the facilities provided at the park, proving conclusively that they appreciate the facilities and programs provided. From the company's point of view, it is generally agreed that this facility has been an important factor in reducing employee turnover and helped greatly in recruiting new employees. This has been especially true for employees recruited from areas with far greater natural recreation areas than are available in the Cincinnati area.

Dan Zieverink, Supervisor of Recreation, and Carl Waldbillig, President of the General Electric Employees Activities Association are understandably proud of the rapid progress achieved in the development and construction of the park facilities.



Early arrivals at recreation area, a 3M family walks down road leading to picnic area. Some families bring children out to play or just walk about; others bring picnic lunches, often stay after nightfall.

The 310 Acres Where 3

The 3M Company's philosophy of employee recreation is to welcome any reasonable activity—even should it entail building more than half a dozen racing sailboats in the basement of a large, old house.

The boat-building plan was proposed by the company's sailboat club, whose members now are busy constructing the small sailboats for racing in competition this summer.

Their workshop is the basement of a residence which came along with 310 acres of land purchased by 3M in 1959 for use as an employee recreation area. Another 55 acres were added to the area in 1961, bringing the total acreage to 365.

Outside of the house, recreation areas for golfing, skiing, trapshooting, archery, volleyball, badminton, baseball and almost every other popular sport have sprung up on the grounds.

Located almost equidistant from the company's three major St. Paul locations, the area is administered by the company's employees club, called the 3M Club. The Club is composed of 7,500 St. Paul area employees of 3M, who pay a nominal yearly membership fee of $1.

"The 3M Club and the recreation area are administered by employees," says John Leslie, 3M's recreation manager and a past president of NIRA, "but the company itself very interested in its operations and anxious to help in a way it can.

"It was the company," Leslie says, "which purchased land for the recreation area and then turned control of over to the Club.

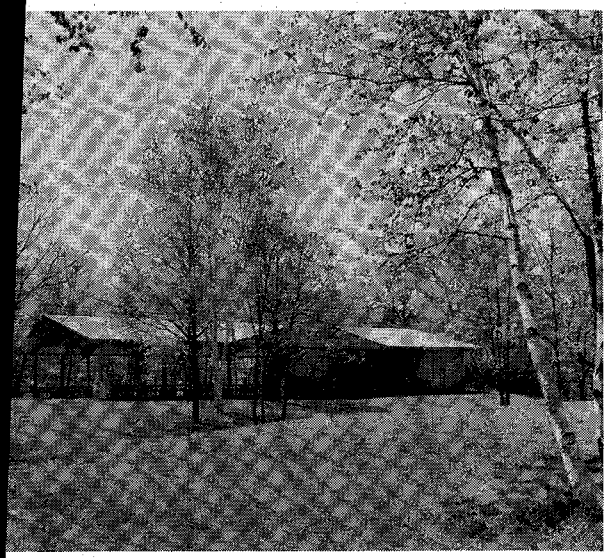
Last year, 3M turned the land over to a foundation co posed of members of 3M management and 3M Club o cials. Development of the area is the responsibility of t Club, which currently spends about 32 per cent of incor from dues and vending machine commission for that pu pose.

Since the first purchase of land was made, the club h built two picnic areas and a pavilion, a lighted ski hill, a archery range, two softball diamonds, and areas for volle ball, badminton and horseshoes.

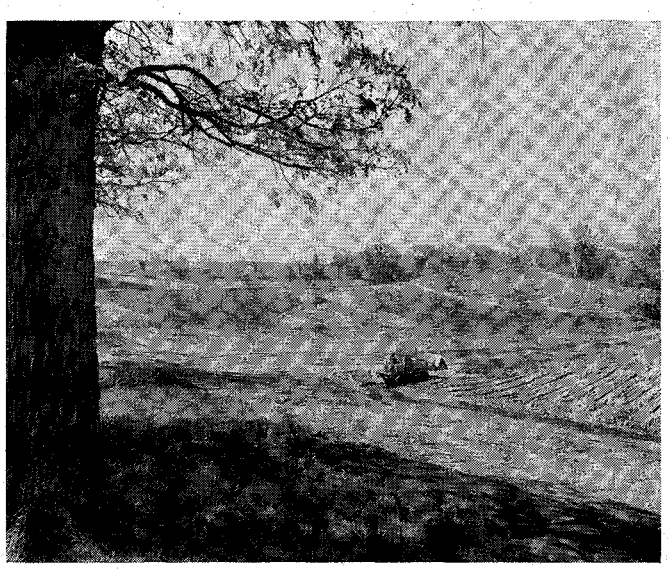
Many other projects are nearing completion, among the an 18-hole golf course and trapshooting facilities.

"Since picnics are one of the most popular activitie among Club members," Leslie said, "priority was given t the development of our two picnic areas."

The picnic areas, which contain special children's pla equipment, can accommodate as many as 4,000 persons.







e: Pavilion at recreation area is ideal for evening picnics. Picnikers around fire, roast marshmallows till late. Area can accommodate as as 4,000 at once. **Top Right:** Play equipment in picnic areas gets nt use at 3M Park. **Bottom Right:** Bulldozer shapes fairway in 3M's re recreation area. The 18-hole, par 72 course is scheduled for etion in early fall, 1964.

ople Romp

The ski hill has areas for sliding and tobogganing and tric tows to the two main ski runs. A chalet with A-me roof contains an equipment shop where skiers can t skis, boots and poles for a nominal charge. Tow fees a dollar for adults and 50 cents for children.

As many as 500 winter sports enthusiasts can use the ski a over a single weekend, and lighting for week-night ivity adds considerably to that number.

The Club plans to add two tows, an ice skating rink, a oggan slide and snow-making equipment to its winter rts facilities. All projects, Leslie said, are started soon er funds for their construction becomes available.

The 18-hole, par 72 golf course is scheduled to open metime in August or September, 1964 along with two actice areas and a large putting green. The 6,900 yard yout, with its five water holes, should prove a demanding st of skill. A 4,000 sq. ft. golf maintenance building was mpleted this spring.

In the offing are a clubhouse with pro shop, locker and eeting rooms, and refreshment areas; a swimming pool; d a 9-hole women's and youth golf course.

The trapshooting area, scheduled for completion some-me late this summer, will have two trap houses, accommodating about 150 persons. Fees will cover the cost of shells and targets.

A 28-point field archery range, considered one of the best in Minnesota, now is used by about 100 persons but eventually will provide facilities for 300. Cut out of a wooded area, it has 28 shooting areas varying in length from 20 to 80 yards.

Also planned for the future are a recreation building which will contain a gymnasium, meeting rooms for club and hobby groups and office space for Leslie and his staff; six tennis courts; horseback riding trails and a small stable; and a miniature golf course.

Imaginative use of facilities is important to Leslie. Water holes in the golf course will be used for ice skating in winter and fly and bait casting in summer.

"In designing the area," he said, "close attention was paid to traffic patterns and safety. There are no through areas in the picnic section, and we have made use of natural tree barriers to separate areas.

"The increasing number of people using the area reflect their great interest in it," Leslie said, "although it has created some problems for us. We have more picnic groups

(continued on page 23)



Main building and enclosure of GD/FWRA's new Children's Zoo rises 22 feet and covers 2,400 square feet.

How to Start a Children's Zoo

by David V. Lewis

Judging from the experience of the General Dynamics/Fort Worth Recreation Association, it's simple to start your own zoo. All you need to do is tell your friends you're looking for animals.

This simple word-of-mouth gambit last year netted GD/-FWRA a veritable menagerie of small pets and quite possibly, the first full-fledged industrial children's zoo anywhere.

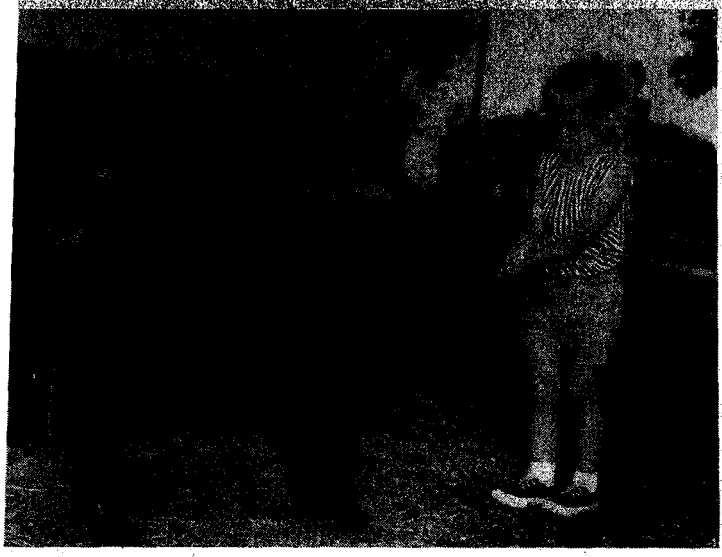
During the first year of operation, children have visited the zoo in large numbers, as have their parents. "It's a toss-up," says the employee association's veteran business manager, C. J. Hall, "as to who gets the biggest kick out of it."

Starting a zoo, of course, isn't all as simple as issuing a plea for pets. GD/FWRA's Operating Council first studied the possibility for several years. They proceeded slowly since the concept of an industrial zoo was new and there were some obvious objections to explore. Happily, through good planning and skillful management, these objections—real and imagined—have all been dispelled.

First, Council members had to check with the Fort Worth City Health Department to see whether there were objections to the idea. There weren't, providing the zoo could be kept "scrupulously clean."

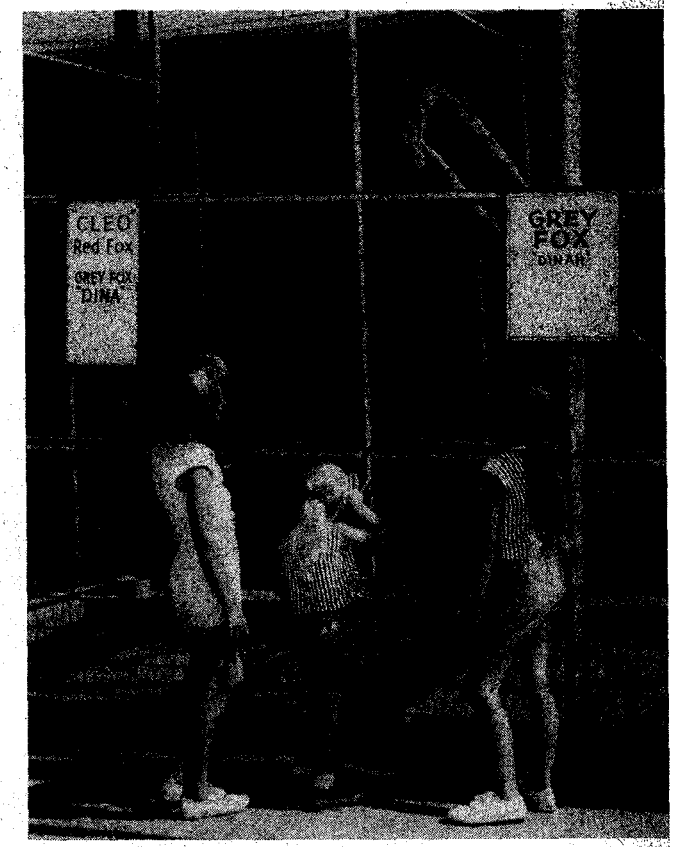
The zoo "cut-up" is Sisie, Capuchin monkey keeps youngsters laughing with her zany an







Top Left: Seven goats occupy picturesque goat island and are real crowd pleasers. **Below Left:** Adding to the beauty of zoo is the duck pond, part of an intricate system of waterways in the recreation area. **Below:** "Dinah," zoo's grey fox isn't always cooperative. Here he looks the other way for spectators and photographer.



The Council pondered another problem at length before ing the green light: the care and feeding of small animals. ıd what, for example, would you do with an expectant nny?

"We got lots of timely tips from the city zoo director," said ıll. "In addition, we worked out an arrangement with a :al veterinarian (who incidentally is one of the zoo's chief ıors) to take care of any illnesses that full-time Zoo Keeper .blo Loza couldn't handle.

To date, the zoo occupants have proven to be an excep- ɔnally hardy lot. The "Doc" hasn't had to make a house call :t. There have, however, been a couple of sudden deaths, in- uding a prize monkey. In addition, the zoo has to date been ıable to keep alive any of several armadillos trapped on the remises. "They all died overnight," said Hall, "and no one :ems to know why."

One factor in keeping the animals healthy is the clean state f housekeeping. Pablo Loza even sprays with a special deo- orant to give the zoo a fresh smell.

Another factor affecting health is the efficient drainage ystem in the main building. In addition, sand—a natural leansing agent for many of the animals—is spread liberally hroughout.

Not the least important reason for the current healthy state of the animals in the zoo is their stable, varied diet and healthy "climate." The diet includes a variety of pre-packaged foods. And all the animals get a daily potion of milk, a basic food for all.

Most of the animals can relax in year-round comfort, thanks to a heating and cooling system installed in the main building. "Although every effort has been made to give the animals natural surroundings, they can still stand some help in extreme weather, especially the searing Texas summer," Hall said.

The zoo is centrally located in the firm's industrial park and divided into three sections: the main building; an adjoining duck pond, and a nearby goat island.

The 15-by-25-foot stone building has 10 separate "cages" for its small occupants. It is enclosed in a 2,400-square-foot area 24 feet tall. Galvanized wire is stretched over the entire structure on telephone poles and several large trees, which afford a natural habitat for the monkeys and feathered occupants.

Within this enclosure live two quail, seven Australian

(continued on next page)

(continued from page 15)

doves, two pheasants, several pigeons, five squirrels, nine guinea pigs, three chipmunks, four monkeys, five raccoons, three skunks, two possums, two foxes, and a half dozen rabbits.

Slightly below the zoo proper is a triangular 40-by-50-foot duck pond, about four feet deep. The pond is constructed of cement and is part of a system of waterways which is constantly replenished with water from nearby Trinity River. Ten ducks and two swans add a touch of serenity and grandeur.

A little further downhill, bordered by the pond and GD/FWRA's expanded miniature railroad, is the goat island, home of seven goats—six billies and a single intrepid nanny. The goats are great crowd-pleasers and are especially good natured.

Understandably, Council members were at first somewhat concerned about the safety factor. This fear has been wholly allayed, but not before one minor incident.

Suzie, the Capuchin monkey who doubtless has the highest IQ among the animals, also has the quickest temper. She has bitten (very slightly) a couple of youngsters who, in violation of rules, stuck their fingers through the wire. Hall's remedy was a layer of closely-webbed, easy-to-see-through wiring strung six feet high over the regular wiring. This solved the problem of *children* sticking their fingers through the wire. There is still some concern for taller, finger-poking parents.

"Most of the animals are absolutely harmless," Hall said. "But you can't always tell, and Suzie is a case in point. Normally, this type of monkey wouldn't harm a fly. But it happened that she came from a family of teasing youngsters where she often had to bite back in self-defense."

The greatest danger to a zoo inmate, apparently, is the animals themselves. A pet skunk that was donated zoo, for example, was placed in the same compartmen the other skunks. Next morning, the newcomer was

"Animals have to get used to each other," Hall said is why he exposes each new zoo member to fellow cage gradually, not moving them in until they've gotten comf used to the scent and appearance of the addition."

On the whole, however, the zoo occupants are a gentle playful lot. Pablo demonstrates the gentleness of his "fie inmate, Cleo the Fox, by petting him, then playfully sti his hand in Cleo's mouth.

Total cost of the children's zoo was perhaps $7,500, a gain price effected only through the most prudent plan

Part of the stone that went into the main house, fo ample, was saved from other construction jobs in the area the past few years. Hall, consulting with engineers and a tects, designed, laid out, and supervised the building o entire layout. Obviously, without the use of conside "home" talent, the cost of the layout could have been r higher.

The contributions of a business manager like Hall, sh not be overestimated, according to Tom Croft, chief of ployee services, and F. E. Chambers, director of indus relations.

The children's zoo has added a new dimension to the dustrial recreation program at General Dynamics/Fort Wo It's a refreshing and educational experience for most yo people, especially today's city slickers.

Hilton lets you in on the eleven secrets that put sunshine and sparkle in group travel plans

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NIRA Newsletter

22, NO. 5 ©1964 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION JUNE-JULY 1964

avis Heads NIRA Slate; loedorn President-Elect

ank Davis, Manager of Lockheed Employees' Recreation Club, Lock- Aircraft Corporation, Burbank, Calif., was elected to the presidency IRA at the Cleveland meeting of the association in late May. First ed to NIRA's board of directors in 1952, Davis has served as a vice ident of the association and was appointed treasurer by each of the six NIRA presidents.

ected to the newly created office of dent-elect at the same meeting was les Bloedorn, Director of Recrea- Goodyear Tire & Rubber Co., Ak- O. He will automatically succeed he office of president when the as- tion meets in Milwaukee in May, 5.

our vice presidents were elected from ng the association's directors. They Martha L. Daniell, Director of Rec- ion, Nationwide Insurance, Colum- O.; L. M. Deal, Supervisor of Per- nel Activities, Inland Manufacturing ision, GMC, Dayton, O.; Norman H. g, Manager of Recreation, Lockheed- rgia Co., Marietta, Ga., and New- E. West, Recreation-Personnel Di- or, Helms Bakeries, Los Angeles.

The appointment of Gordon L. Starr the office of director of research for the association was reaffirmed. Starr is a member of the faculty at the University of Minnesota. NIRA's other appointive office, that of treasurer, was filled by Edward T. Mitchell, Recreation Supervisor for U. S. Steel Corp., Gary, Ind.

In addition to the aforementioned vice presidents, NIRA now lists the following directors: David F. Chapin, Equitable Life Assurance Society, New York City; C. J. Moyer, Eastman Kodak Co., Rochester, N. Y.; Fred A. Wilson, Scovill Manufacturing Co., Waterbury, Conn.; Howard Honaker, Faultless Rubber Co., Ashland, O.; Arthur L. Conrad, Flick-Reedy Corp., Bensenville, Ill.; Dale Shaffer, Delco-Remy Division, GMC, Anderson, Ind.; R. Fred Canaday, General Motors Corp., Detroit, Mich.; Miles M. Carter, Jr., McLean Trucking Co., Winston-Salem, N. C.; Lawrence E. Leudke, Milwaukee Gas Light Co., Milwaukee; Michael J. Brecka, Minneapolis-Moline, Hopkins, Minn.; C. J. Hall, General Dynamics Corp., Fort Worth, Tex.; T. E. Smith, Texas Instruments, Inc., Dallas, Tex.; J. R. Mitchell, General Dynamics/Astronautics, San Diego, Calif.; H. J. Charrington, Polymer Corp., Ltd., Sarnia, Ontario, Can., and G. LaGrave, Canadair Limited, Montreal.

Helms Reactivated; Awards Scheduled For '65 Conference

NIRA's award to companies for overall excellence in the field of industrial recreation—Helms Award—was officially re-activated at the Cleveland conference, after a year's study.

Among the recommended changes for the renewal of the program were:

—Committee of three former winners and one recognized leader from entry's area will do judging at NIRA conference.

—Any member can now nominate a fellow member of NIRA, simply by forwarding his recommendation to the national headquarters.

Awards will still be given according the five membership categories of NIRA—with one overall winner chosen from the five.

The recognition which the Helms Award gives is unique among NIRA services and a national business publication made it the subject of a major feature during the month of May, 1964.

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Two young sports enthusiasts admire 'Jeep' Wagoneer, designated the "Re Car of the Year" at NIRA's 23rd Annual ence and Buying Show in Cleveland wher awarded by prize drawing for use by NIR ber firm's recreation department for a ye was won by Arthur Brauer, Raybestos D Raybestor-Manhattan—the company whic sors the "Brakettes," current Women's Softball Champions.

Tomcat's Progres Cited at NIRA's Awards Luncheon

A report on Phase I of NIRA's aggressive membership campaign i tory was presented at the Awards L eon at the 23rd Annual Conference association in Cleveland.

NIRA membership chairman I Deal, Inland Manufacturing Div., C said that NIRA had gained 46 new bers during the period of the mer ship campaign, Operation Tomcat had made definite inroads on curbin tide of dropouts.

The names of NIRA's "Tomcat members who had secured at least new member for the association— dropped into a hat and the drawing ner, J. R. Mitchell, General Dynan Astronautics, San Diego, was award new model Motorola portable TV.

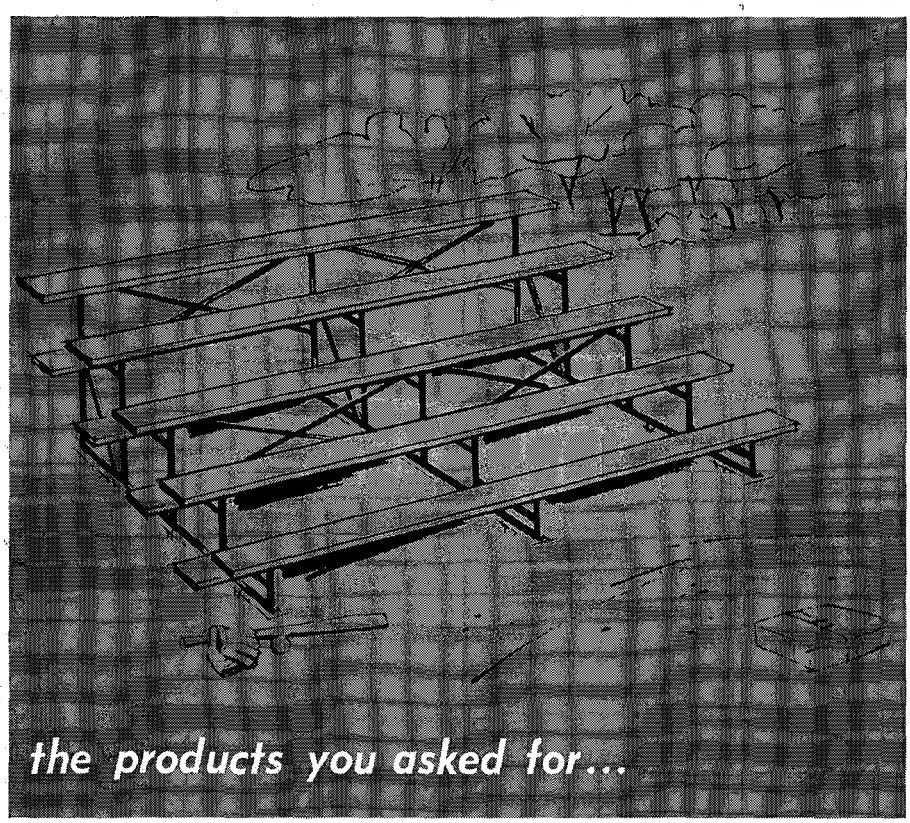
NIRA Moves to New Offices in July

NIRA's growing staff and operat has made necessary a change of offic this summer. After spending nearly entire history on N. Wabash in Chicag and the last ten years in the 203 buil ing, NIRA will cross the Loop to Nor Wacker Drive.

Locally, our new home is sometim called the Kemper Insurance buildin sometimes the Chicago Civic Opera buil ing. Both are correct since both organiz tions are housed there. But our offici address is:

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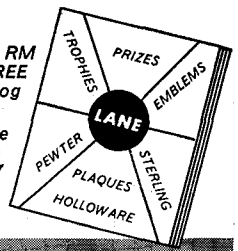
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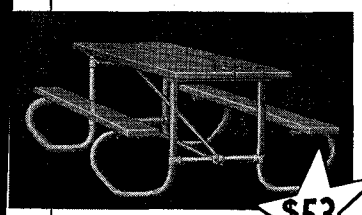


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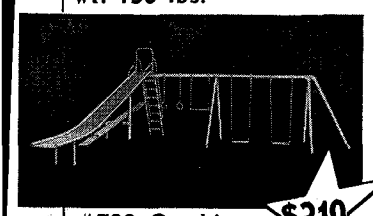
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Cleveland Meet Boasts Big Prize List

A more impressive list of prizes perhaps than at any other NIRA Conference was distributed by drawing to the delegates at the Cleveland meeting last month.

Top prize was a Kaiser 'Jeep' won by Arthur R. Brauer, Assistant Industrial Recreation Director, Raybestos Division, Raybestos Manhattan, Bridgeport, Connecticut. The Raybestos "Brakettes", current women's softball champions, reportedly will get good use out of it.

Tom Smith, Texas Instruments, Dallas, won a trip for two to the El Miramar Hotel, San Juan, Puerto Rico; and J. L. Livingtone, Delco Battery, Muncie, Ind., bagged a trip to the El San Juan Hotel, San Juan, Puerto Rico.

Among other exhibitors who contributed to the conference drawings were Northwestern Golf; Adirondack Bats; Owens-Illinois; King Louie; Golden Awards; Smith Enterprises; Saunders Novelty; Trans World Airlines; Geauga Lake Park; Spalding; American Handicraft; Unitours; Fisher Price Toys; Champion Knitwear; Coca-Cola; Flxible; BOAC; Seven-Up; Ware Vending; Shakespeare Co.; Converse Rubber; Faultless Rubber Co., and many other conference exhibitors.

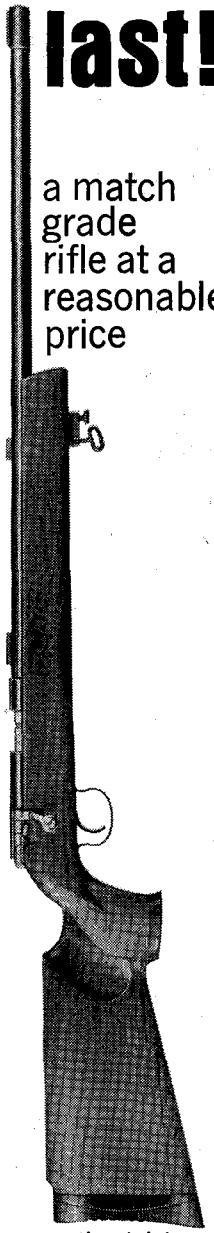
Among the NIRA delegates who won prizes (in addition to those already mentioned) were: M. G. Duncan, Ethyl Corp. of Canada; Carl Klandrud, Allis Chalmers; Chet Pellegrin, Detroit Edison; Max Dodson, Beloit Corp.; Carl Bolz, A-C Spark Plug; Oskar Frowein, Republic Aviation; Tom Kanary, Dow Chemical; H. W. Bechert, Eli Lilly Co.; D. V. Goin, LTV Corp.; Roy A. Ebben, Kohler Co.; J. E. White, Bell Telephone Co.; Ludy Moeller, General Dynamics/Astronautics; A. Murray Dick, Dominion Foundries; Lawrence Gillest, Johnson Bronze; Verne Vaught, Continental Steel; Howard Honaker, Faultless Rubber Co.; Howard Mann, S. C. Johnson & Son; Dick Mitchell, General Dynamics/Astronautics; Kay Silk, Owens-Illinois; Hank Sopka, Thompson Ramo Wooldridge and Ben Kozman, Thompson Ramo Wooldridge.

Prizes included a great variety of athletic and recreational equipment and services.

It was perhaps the biggest prize list ever put together for a NIRA conference, from one of the association's best stocked exhibit halls to date.

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Here is an exceptional intermediate target rifle by Anschutz, famed builders of the smallbore rifles used in international matches by more competitors and by more of the winners—than all other makes combined.

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The Model 64 target rifle costs only **$75.00.** (Sights extra) Left-hand stock slightly more. Price subject to change. For FREE Savage catalog write: Savage Arms, Westfield, Massachusetts.

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NEWS ABOUT NIRA'S COMPETITIVE EVENTS FOR U.S. AND CANADIAN BUSINESS AND INDUSTRIAL EMPLOYEES

FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOUR

Fishing, Golf, Archery Top Summer Tourney Program

Thousands of industrial and business employees and scores of U. S. and Canadian firms are already signed to participate in NIRA's summer schedule of tournaments as deadlines for Fishing, Archery, and Golf competitions draw near. Trophy and other prize awards will be made to the winners of the three tournaments, while NIRA's top fisherman and archer will share an all-expense-paid sportsman's weekend at North Manitou Island in Lake Michigan this September.

Fishing Competition Stiff

Competition in NIRA's fishing tourney is already stiff as the deadline for the first month of the three-month contest was passed on June 15.

Fishermen still have until July 15 to send entries for the month of June, and until August 15 to have their forms signed and verified by the recreation director of their company for the final month of the tournament.

Judging for the fishing contest is done by comparing the catch with the world's record in that particular category, thus it's possible in any given year for a blue gill to beat out a large ocean fish in total contest points.

First Archery Tourney

Entries are reportedly pouring in for the First Annual NIRA Archery Tournament, a scratch and handicap event which will be played during four weeks in August and September, 1964.

Each participating firm will receive sufficient score sheets for each week's participation in the tournament, and scores are submitted weekly to the tournament headquarters for judging.

The event is a team and individual tourney. Participating companies don't necessarily have to compete on basis—though they are eliminate the team awards. NIRA's top arch be sent on a deer hunt to N. M Island in Lake Michigan.

NIRA Golf Meet

Plans for the substantially ch NIRA Golf Championships to b at Purdue University, August jelled in June when official entry and tourney information were mai all NIRA member firms.

Response is expected to be g than the 500 participation level ach in the tournament held at Purdu year.

This is the first year that the has been under the sponsorshi NIRA. Ray Detrick, Goodyear Ti Rubber Co., Akron, O., was the ganizer and for 18 years the exec secretary of the event. He announce retirement this year and set in m the machinery for NIRA to be sponsor of the event.

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Billiard Group Adopts Standard 14.1 Game

The league billiard game repo under consideration by the Billiard C gress of America in the May issue R/M has been adopted with one cha in rules. The number of innings pla will be 20, not 15 as reported in R/

Here again are the rules:

14.1 LEAGUE GAME

1. Game: 14.1 (safeties allowed)
2. Innings: 20
3. Points per inning: 14
4. Perfect game: 210
5. Match: 3 games
6. Points: 4 (one each game and on for high total)
7. Handicap: Total number of ball divided by number of inning equals player's average. Eighty pe cent of the difference between av erages equals handicap.

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WRITE FOR NEW 1964 ILLUSTRATED CATALOG AND PRICE LISTS

le-Pistol Awards en at Cleveland nference of NIRA

national awards for shooters in 964 NRA-NIRA Annual Postal nd Pistol Matches were given out Awards Luncheon at NIRA's 23rd al Conference in Cleveland. On to make the awards was Major al Louis V. Hightower (ret.) for ational Rifle Association.

p individual shooter in the rifle nes was Robert A. Utter, The Boeing Renton, Wash., who will be feted otoqua, Utah, in early 1965, to an pense-paid mountain lion hunt.

e rifle team award winners were the bers of the Zeppelin Goodyear Rifle , Akron, O. who received team and idual trophies.

p pistol winner was William T. M. ert, North American Aviation, Los eles, who will receive transportation nse to the Camp Perry pistol matches this year.

he Astro Pistol Club, General Dy- ics/Astronautics, San Diego, Calif., top honors in the pistol team event.

series of regional awards to top ters in each of NIRA's eight regions also made.

complete rundown on top shooters he event follows:

vidual Rifle Awards

rt A. Utter, Auburn, Wash.—The Boeing Co. 197
ummers, Akron, O.—Goodyear Tire & Rubber Co. 196
h Broderick, Akron, O.—Goodyear Tire & Rubber Co. 195
. Muller, Marietta, Ga.—Lockheed-Georgia Co. 194
. Roos, Sharon, Pa.—Aerojet General Corp. 194

m Rifle Awards

elin Goodyear Rifle Club Inc. Team #1, Akron, O. ..772
Motor Gun Club Team #1, Detroit, Mich. 758
nman Gophers "Blue" Team, Hauppauge, N. Y. ... 755
Company Engineers Rifle Team #1, Willernie, Minn. 753
ng Employees Rifle & Pistol Club Inc. #1, ellevue, Wash. 751

ividual Pistol Awards

liam T. M. Roberts, Los Angeles, Calif.— o. American Aviation 194
Popp, Dearborn Heights, Mich.—Ford Motor Co. 193
J. Lindenbaum, Burlington, Mass.—AVCO RAD Div. ..190
on M. Hall, Freeland, Mich.—Dow Corning Corp. 187
ert G. Oertel, New Haven, Conn.— Olin Mathieson Chem. 187

am Pistol Awards

ro Pistol Club, Team #1, San Diego, Calif. 732
Am. Av. Rifle & Pistol Club, Team # L.A., Los Angeles, Calif. 723
ckheed Gun Club, Team #1, Marietta, Ga. 721
M Country Club—Endicott, Team #1, Binghamton, N. Y. 716
in Mathieson—The Westerner Club, Team #1, East Alton, Ill. 711

CO_2 Awards

In the CO_2 events, R. C. Stewart, Lockheed-Georgia Co., rietta, Ga., won high individual rifle honors, while R. W. cksruker, No. American Aviation, Los Angeles, took the in- vidual pistol award.

Top teams in the CO_2 events were Lockheed-Georgia Co., rietta, Ga., for the rifle, and North American Aviation, s Angeles, for the pistol event.



Major General Louis V. Hightower, left at rostrum, presides during the awarding of shooting trophies to top NIRA team, Zeppelin Goodyear, Akron, O. At left near table is NRA Staff Member, Bob Joerg. In dark suit center is Ed Summers, Goodyear, a past NIRA individual rifle champion.

NIRA Adopts Standardized Tournament Procedures

A document which many NIRA directors feel is the key to future expansion of the NIRA tournament program was forged at the 23rd Annual Conference of NIRA in Cleveland. A committee headed by Tournament Chairman R. Fred Canaday, General Motors Corp., presented the recommendation to NIRA's board of directors, who adopted it for all future association-sponsored competitive events.

Since the question of "who is eligible to take part" has been the key point of contention in previous years, the committee recommended and the board adopted the following provision:

—Participation will be limited to employees and retirees and members of their immediate families, living in the same household, of member companies.

—Members of "the immediate family" are defined as including no more than: 1) spouse, 2) mother or father, 3) sister or brother, 4) son, daughter, or legal dependent.

—NIRA Sanction of any proposed event will be given only upon acceptance of a detailed proposal submitted to the board of directors for approval.

Far from restricting participation, the new eligibility clause of the standardized procedures broadens the scope of NIRA tourney events to include many who formerly could not participate.

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NIRA and Faultless Rubber Co. officials discuss progress of the 17th National Industrial Bowling Tournament, in Ashland, O., this spring. (L to R) Al Gordon and Jack Harris, Faultless managers; Wally Dowswell, Motorola, Inc., NIRA's president at tourney time; Harold Albrecht, Faultless secretary-treasurer; T. W. Miller, Jr., Faultless president; Don Neer, NIRA's executive director, and Howard Honaker, Faultless recreation director.

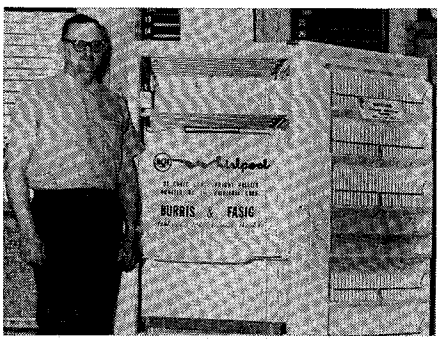
U. S. Steel Tops Entries In NIRA's '64 Bowling Tourney

A team led by a NIRA past president won top honors at the 17th Annual National Industrial Bowling Tournament in Ashland, O., this spring. Ed. Mitchell's U.S. Steel team from Gary, Ind., won the tourney's top honors with a team total of 4127 and walked off with a prize of $750.

Jim Kupres, U.S. Steel, Gary, won a Whirlpool freezer for high series, while Mike Edwards, General Dynamics/Astronautics won a golf bag for high game.

Boyd Kauffman, Faultless Rubber Co., Ashland, O., won the optional singles tournament and Ben Kozman, Thompson Ramo Wooldridge, Cleveland—another former NIRA president—won the recreation directors tournament with an actual score of 554 for three games.

A total of 57 companies sent teams to the tournament, which set a new record for the event with 107 teams participating.



Jim Kupres, U.S. Steel, Gary, Ind., looks over Whirlpool freezer he won as high series winner in the team event.

The tournament was hosted by Faultless Rubber Co., Akron, O., and Charger Lanes. The August issue of R/M will announce startling new plans for the expansion of the national tournament.

Top winners in the event are as follows:

Team Awards	Score	Prize
U.S. Steel, Gary, Ind.	4127	$750 & Trophies
General Motors, Detroit	4080	$375
Ashland Rubber, Ashland, O.	4062	$187
Babcock & Wilcox, Barberton, O.	4061	$100

Individual Awards

Jim Kupres, U.S. Steel, Gary—high series, 951—won trophy and Whirlpool freezer

Mike Edwards, General Dynamics/Astronautics, San Diego, Calif.—high game, 274—won trophy and golf bag.

Boyd Kauffman, Faultless Rubber Co., Ashland, O.—optional singles tournament champion, 690—won trophy plus $100.

Ben Kozman, Thompson Ramo Wooldridge, Cleveland—recreation directors tourney winner, 554—won bowling bag.

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North American, General Motors P Win Bridge Trip

The Second Annual NIRA Tournament, held this spring, H sulted in prize trips to Bermuda East-West pair of players from American Aviation, Columbus, O their North-South counter-parts Fisher Body General Offices, GM troit.

The four will leave on October 3, for an all-expense-paid week in muda.

Nearly 1,500 players took part i event in 55 separate games played a the U.S. and Canada.

As a means of increasing particip in the event next year, several revi were made in the tourney rules a 23rd Annual Conference of NIR Cleveland.

Most important among them wa change the event from a par to a stra duplicate bridge tournament.

The second major change is that winning pairs in each region will tra expenses paid, to the finals in Chic where play will be conducted under supervision of a representative of American Playing Card Manufactu Association.

Magnificent new trophies were signed for the 1964 event and have b forwarded to regional as well as natio winners:

NIRA member firms represented the regional winners include AV Corp., Wilmington, Mass.; Bell Te phone Labs, Inc., Murray Hill, N.J.; N tionwide Insurance, Columbus, O; U Steel, Gary, Ind.; Martin Co., Orlan Fla.; Minnesota Mining & Manufact ing, St. Paul, Minn.; AC Spark Plu Milwaukee, Wis.; General Dynamic Astronautics, San Diego, and Manuf turers Life Insurance, Toronto, Can.

A complete wrap-up on the changes rules for NIRA's expanding bridge tou nament program, as well as a report the trip to Bermuda by NIRA's curre winners, will be carried in a later iss of R/M this year.

Last year's tournament winners, a pa of top flight players from Brookhave National Laboratories on Long Islan won an expense paid trip to London an Paris.

(continued from page 13)

ur divisions and departments than there are week-
he said.

e and his group have eased the problem by com-
picnics where they can, making them as large as
e without destroying the small picnic atmosphere.

ight saving time also provides extra picnic hours,
any groups have scheduled picnics for the evening
n weekdays.

the moment, picnics represent our greatest scheduling
n, although we anticipate some difficulty in schedul-
e of the golf course. We have no experience in golf
ling, and we'll have to cross that bridge when we
o it," he said.

conditions are imposed on use of the area, which is
o club members at all times. To facilitate scheduling,
n, permit forms for use of the area are distributed
h the Club office.

make formal use of facilities, employees must belong
bs within the Club. To compete, for example, in an
y meet, an employee must be a member of the archery
If he wants just to try his hand at hitting a target,
needs is the permission of the club.

e idea for a recreation area was first proposed in 1947
fficers of the 3M Club, who wondered if available
ies would be sufficient to accommodate a growing
er of employees and club activities.

blic facilities near the company's main plant area, they
uded, would be satisfactory for a few years but prob-
could not be used much longer than that.

building the area, the Club was able to make ample use of 3M products, including a new synthetic resin used to surface playground areas, volleyball and badminton courts, and a walkway in the chalet to save floors from skates.

A new synthetic grass surfacing, "Tartan" turf, will be used on tee areas on the main golf course and on the proposed miniature golf course.

Designing the area, supervising its construction, keeping abreast of paper work, and more recently scheduling activities—all these represent a considerable headache for John Leslie and the officers of the 3M Club.

But watching the recreation area grow up on a nearly empty tract of land, and seeing thousands of employees thoroughly enjoying themselves has proven an extremely efficient palliative.

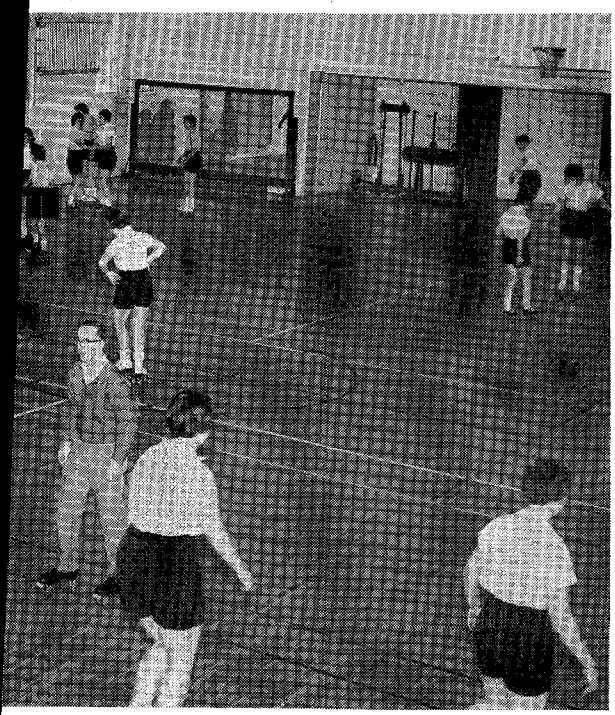
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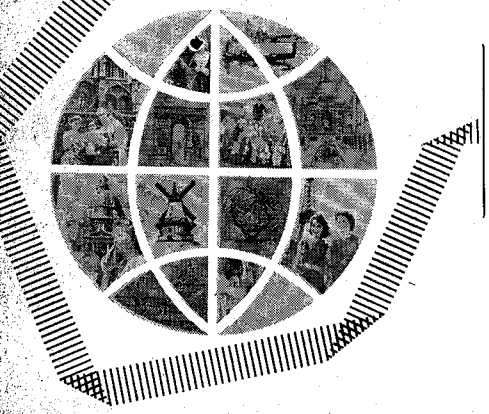
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TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF I

Sparks Fly at Cleveland Travel 'Bull Session'

One of the best-attended, "hottest" sessions staged at the 23rd Annual Meeting of NIRA in Cleveland was a NIRA Travel Council meeting at which for the first time the general delegation of attending recreation directors was invited to try their hand at stumping the experts. Foremost on the agenda was a slide film presentation prepared by NIRA to give some indication of the scope and size of employee group travel in the U.S. and Canada and to set the stage for the more general "bull session" which was to follow.

An obvious conclusion drawn from the film was that one of the prime beneficiaries of increasing leisure time and ever-longer vacations for U.S. and Canadian employees will doubtless be the travel industry.

A second conclusion was that the industrial recreation director is in a position to play a leading role in the employee travel movement by providing trips and tours in a company-sponsored program, and by arranging for the safe passage of employees who have an interest in travel —at group rates much more favorable than those they would pay individually.

NIRA formed its own Travel Council six years ago, the film pointed out, to advise recreation directors and to serve as a sounding board for new group travel ideas.

A final point made by the film was that employee travel programs are economical to operate, requiring little or no financial outlay by the company. However, in the discussion which followed, NIRA delegates who had had considerable experience running travel programs made it clear that if the company is short on *financial* responsibility for travel programs, it is long on *moral* responsibility and that like all other worthwhile programs which fall into the baliwick of the recreation director problems develop which only experience and competent professional advice will solve.

Key point of contention at the meeting centered on a discussion of whether or not "relatives or neighbors" of members of an "affinity group" are eligible for transport on domestic air charters—a question of key importance this year because of the activity generated by the New York World's Fair. There was at least one dissenting voice among the Travel Council members themselves on this point, because of a certain "vagueness" in the section of the domesti ter regulations dealing with elig

(Elsewhere on this page, R/M ci official ruling obtained from CA month on the eligibility of non-a group elements on domestic air ters.)

A representative of a large New company with a successful emp travel program said that the choice proper tour operator is all importa planning a group tour. One req ought to be that the tour operator been personally to the places he is pu on the itinerary. She said that in the days of her company's travel prog their groups experienced trouble in ing to itineraries which were too "a tious" once they were on the road. suggested that balancing the judgme the tour operator and representing th terests of the company and emplo there ought to be a committee of traveled company personnel to check commodations and itineraries. She n that their travel program had impro with the adoption of this system.

Another member volunteered that group learned the hard way that it's to arrange for good accommodati (rooms with baths) for everyone, e though the tour operator warns that price will be higher. The problem h he said, is with the tourists themsel who always expect "the best" even wh it has been explained to them prior departure that in order to save mo they are staying at hotels which are "l than best."

It became pretty obvious as the me

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ogressed that employee group s entirely too broad a field for the es to hash out all of their prob- a single travel session. But it was d of give-and-take meeting which ound to stimulate the interest of ttending and make them aware of ponsibilities as well as the rewards loyee group travel.

e net result," one Travel Council er put it later, "was to increase my ness of the need for better commu- ons in this field. I'm glad to have e chance to hear about some of the ems these people are faced with in izing for group travel. They're not be as vocal about them until you r them together in a meeting of this "

MESTIC CHARTER UNDERSTANDING OLVED BY CAB

IRA went to the Civil Aeronautics d, and consulted with a number of ng tour operators and carriers this th to resolve this question: Who is ble to participate in a domestic p charter?

he question caused a controversy at A's travel session in Cleveland last th during the association's 23rd An- Conference. The majority viewpoint ng NIRA's Travel Council members that non-affinity group members ighbors, friends) are not eligible.

However, a dissenting opinion (later umented with considerable evidence) that neighbors and friends are eli- le for domestic charters "as long as y are not solicited for participation."

The official CAB ruling on domestic rters—as opposed to the transatlantic rter rules which in very precise terms minate the possibility of non-affinity oup participation—is at best vague.

The dissenter held that the section of e charter regulations in question had cently been interpreted to mean that eighbors and friends" are eligible, if ey "wander in."

The resulting difference of opinion at e NIRA Conference meeting would be nnier if there weren't so many tours to e New York World's Fair hanging in e balance, and the misunderstanding is ound to work hardships on *some* of the ours planned for this summer and fall.

NIRA now believes—after a consider- ble amount of consultation—that the fest policy for firms planning domestic harters is to follow the letter of the *oreign* charter regulations—at least until the domestic charter rules are liberalized or couched in clearer language.

In a letter to R/M this month, J. W. Rosenthal, Chief of Routes and Agreements Division, Bureau of Economic Regulation, of the Civil Aeronautics Board states:

"We can understand that there may be confusion on this point . . . It is true that we have frequently advised prospective chartering organizations that conformance with the requirements of Part 295 (which has application specifically to transatlantic charter operations) should sufficiently restrict a charter so that it would qualify regardless of the regulations under which it is operated. This is true because Part 295 is the most definitive charter regulation of the Board, and since it does provide specific guidelines we believe it is a conservative yardstick by which to judge the bona fides of any charter."

The answer then seems to be that friends and neighbors are not welcome on domestic group charters—period.



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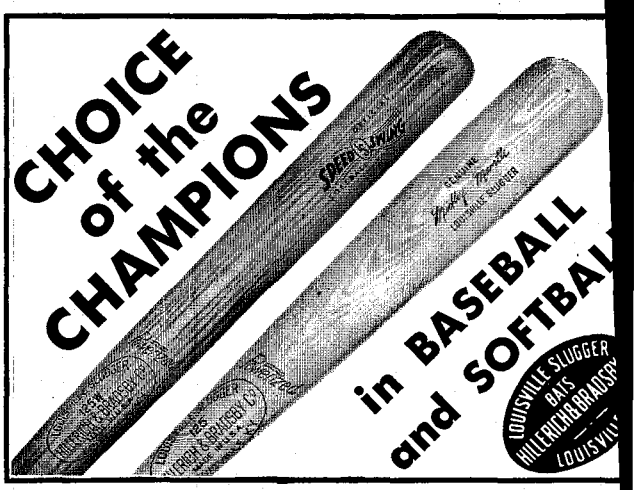
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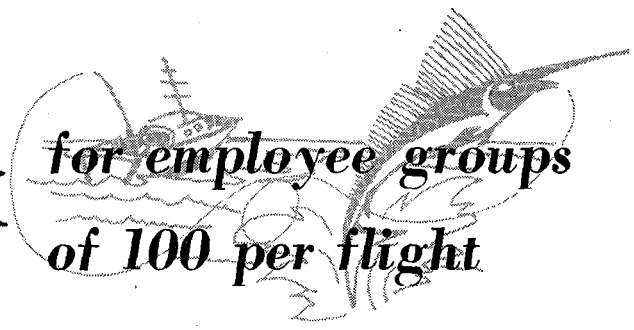
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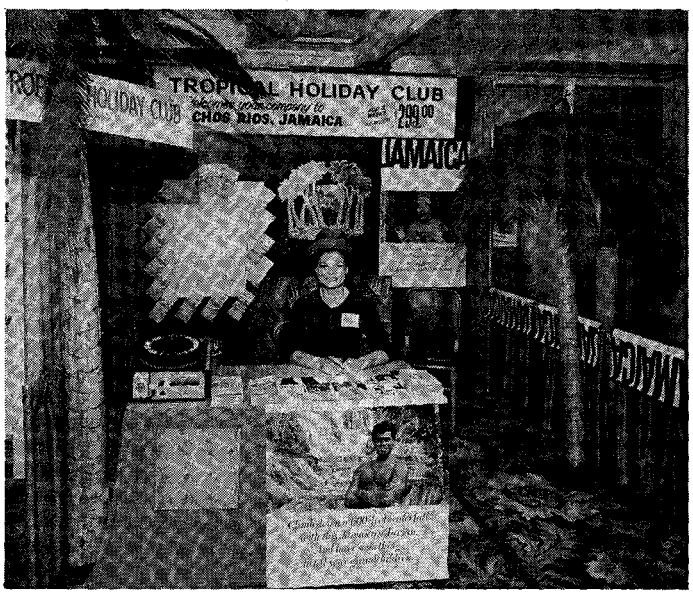
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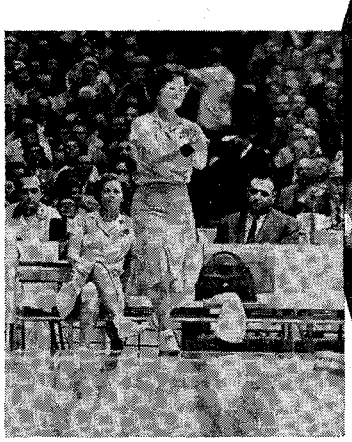




BOWLING ISSUE









OWLING: IS THE BOOM CONTINUING?
GETTING NEW VIGOR INTO BOWLING PROGRAMS
LSO: A NEW LOOK AT EMPLOYEE MUSIC



Let Wilson help dress your team like champions

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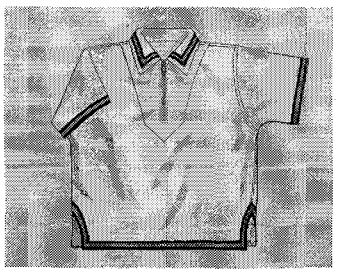
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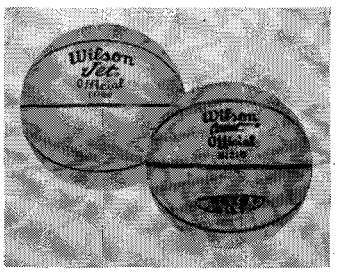
PLAY TO WIN WITH

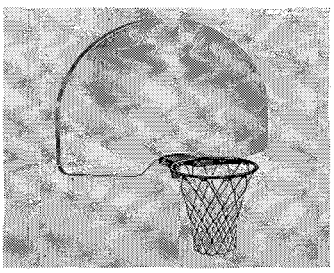
Wilson 50 YEARS

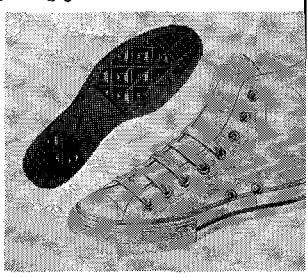
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AUGUST 1964
Volume 7, Number 6



Some estimates peg the number of American bowlers at 32 million! Whatever the figure, R/M pays tribute to that sport, the backbone of U.S. industrial recreation.

Recreation Management

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signs of the times...

OFF-THE-JOB ACCIDENTS DRAIN CORPORATE COFFERS. In a recent study of its accident rate, a large U.S. manufacturer noted that nearly $5 million in sales are required yearly to pay for the direct costs of on- and off-the-job accidents. But not only are accidents a direct drain on profits; they are important factors in cost cutting and profit development because, unlike many other costs of doing business, they can be reduced or at least prevented from climbing. The company's analysis of off-the-job accidents (at roughly three times the frequency of on-the-job mishaps) showed 31% of injuries were caused by automobiles, 28% by falls and slips, 7% in sports, 7% in fights and assaults, 6% by improper lifting, 11% struck by objects, 3% by animals and insects and 7% all others.

60 MILLION WET FISH LINES ANNUALLY. According to a recent release from the American Fishing Tackle Manufac turers Association, something like 60 million American men, women, and children "wet a line" every year in U.S. inland and coastal wa ters. Though this figure is far above estimates of avid U.S. fishermen, it is indicative of the far ranging market for fishing tackle and related equipment, a fact which makes AFTMA sure its 1964 trade show in Chicago this August will be one of its largest.

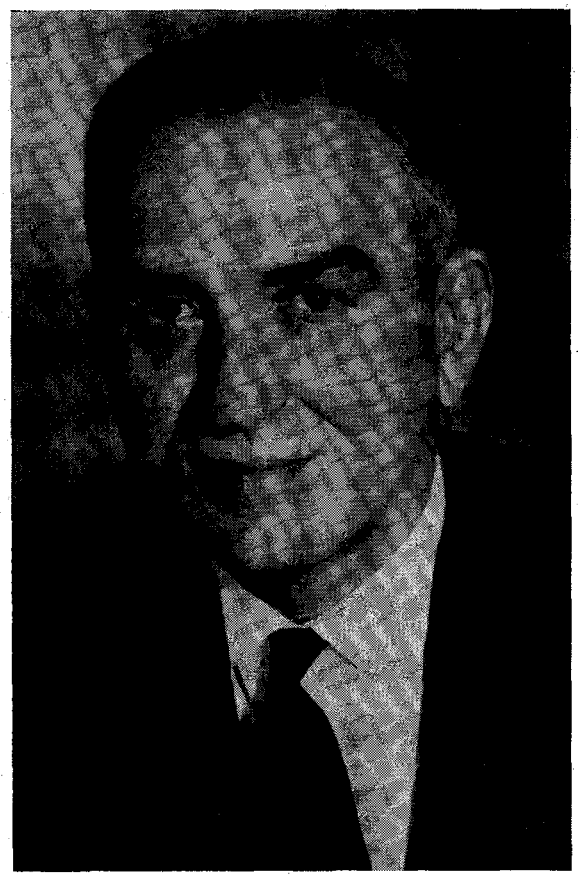
EMPLOYER OF THE YEAR AWARD TO CATERPILAR. Caterpilar Tractor Co., has received the "Employer of the Year Award" by the President's Committee on Employment of the Handicapped. Caterpilar has approximately 3,000 handicapped persons among its 36,000 U.S. employees, and has held strictly to a policy of hiring such people for many years. Types of handicaps prevalent in the company include loss of one or both arms or legs, loss of one or both eyes, cardiac disease, and loss of hearing or speech. The firm makes a careful study of each job to select suitable positions for handicapped persons.

WHAT MOTIVATES CONFERENCE ATTENDANCE? Some insights into the factors which determine why people attend business and professional gatherings was gained recently by the Administrative Management Society when they held their week-long conference in New York. Delegates listed as their biggest single reason for coming to the conference their desire to learn something (48.9%). Others said they intended to "mix business with pleasure" (24.8%), and the rest came for a variety of miscellaneous reasons including to make business contacts, to meet old friends, and to see the World's Fair. During their absence 77.8% o those polled felt their offices would run as well; 17.8% felt they would not run as smoothly, and 4.4% said they would perform better.

CAMPING FACILITIES FOR EMPLOYEES. Camping facilities are available without charge to employees of the Southern California Edison Co., Los Angeles. The camp contains 50 tent spaces for campers as well as 50 trailer spaces. Camp Edison is a departure from conventional campgrounds in that each campsite has electrical outlets for appliances and there are electric cooking islands scattered in both the camping and picnic areas. In addition, there is no charge for employee boat launching facilities. Other conveniences include hot water for showers, bath houses, and toilet facilities.

STATEMENTS OF THEIR CONVICTIONS ABOUT THE VALUE OF RECREATION FOR THE AMERICAN WORKER BY THE NATION'S CIVIC AND BUSINESS LEADERS

o Invest
n Recreation
s to Invest
n People



by Daniel J. Haughton
President
Lockheed Aircraft Corporation

ven in these days of automation and the promise of increased leisure there is no l substitute for work, either for a company an individual. Hard work directed toward eaningful goals is still the only road to corrate success and personal fulfillment.

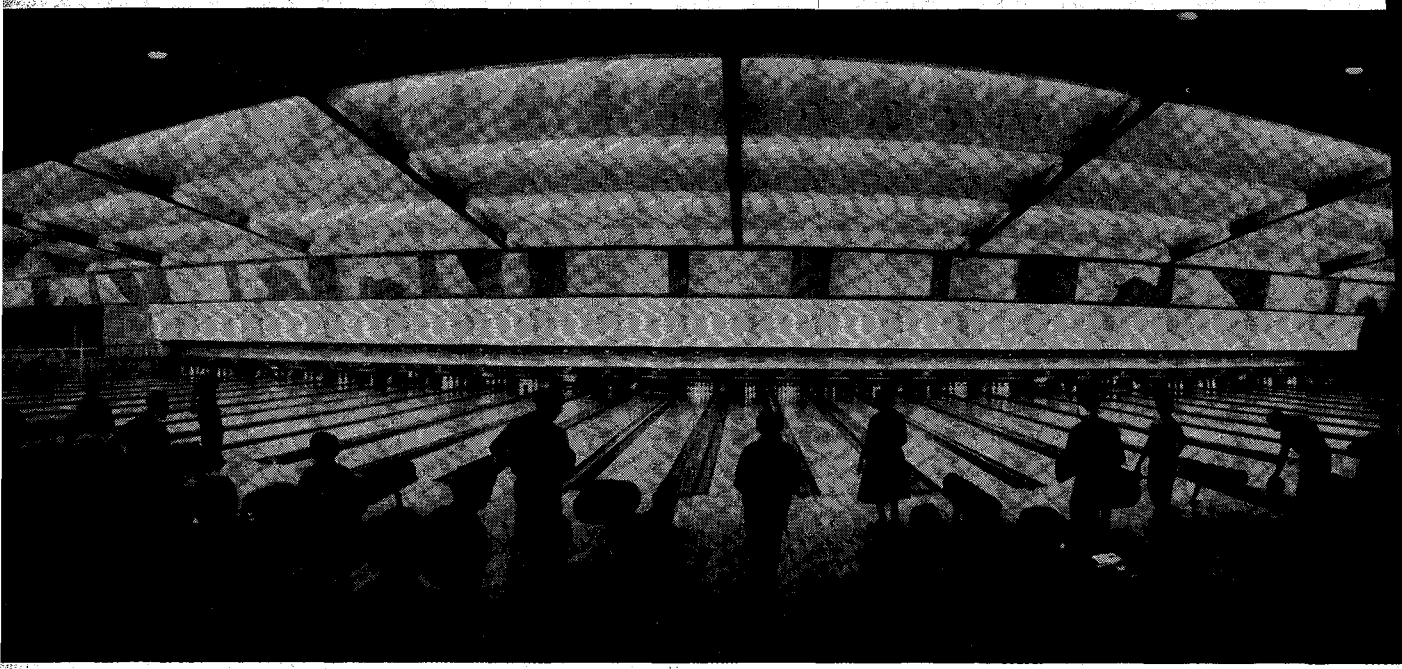
But the kind of work we most need today is t brute effort. It is the creative work that mes from disciplined and highly trained inds operating at peak levels of performance. ich minds do not operate in a vacuum. They e nourished by physical and mental well-eing. They demand opportunities for enlargeent, variety, refreshment, and recreation.

To invest in recreation is to invest in people. know of no better investment a company can ake than to invest in its human resources. Even more than its research programs, its facilities, or its financial strength, a company's human assets determine its future.

We invest heavily in our human resources at Lockheed, and we give much consideration to recreation programs. They are a good investment.

Our company philosophy is to strive for excellence in everything we do, and recreation is no exception. We have allied ourselves with the National Industrial Recreation Association to improve the quality of our programs. We take a direct management interest in making them broad and creative and responsive to employee needs. We support them fully because they pay rich dividends in ways we cannot always measure but can never fail to see.

Activity stimulating ideas for recreation directors in the never ending fight to improve their programs.



Facilities for league bowling have never been better, with spacious, well-decorated lanes abounding.

HOW TO PUT NEW SPARK IN

Bowling needs no endorsement from the recreation directors of business and industry as a sport which accomplishes good things for U.S. companies. Whenever recreation programs are begun, bowling is the first activity to be organized, provides the most participants, and usually develops quickly into a well-organized, smoothly-run activity.

As the first and sometimes only program sponsored by many smaller companies, bowling often has to provide the sole answer to why an employee recreation program is necessary. It provides these answers marvelously well, for even non-athletic top management types agree that bowling relieves job tensions; helps break down management and employee barriers; helps workers stay physically fit; provides a means of self-expression and recognition for employees who otherwise wouldn't excel.

Some of bowling's greatest fans are the recreation directors themselves who note enthusiastically that the activity is fairly easy to administer, with little cost to the company; administration is largely assumed by employees themselves, and good facilities are available almost everywhere.

Despite the fact that the bowling program is largely self-operating, however, there are a number of ways in which the recreation director can increase employee participation—and at the same time, increase the benefits which accrue to the company. A few are outlined here.

THE BOWLING PARTY. One of the traditional means of starting a bowling program is through an Employee Bowling Party. Firms with well-established programs might do well to give the bowling party consideration periodically, employee turnover in today's firms being as large as it is. Once convinced that they should come, and once introduced to an evening of free bowling, refreshments, prizes, etc., a percentage of employees will certainly decide that league bowling good way to spend one evening per week during the sea

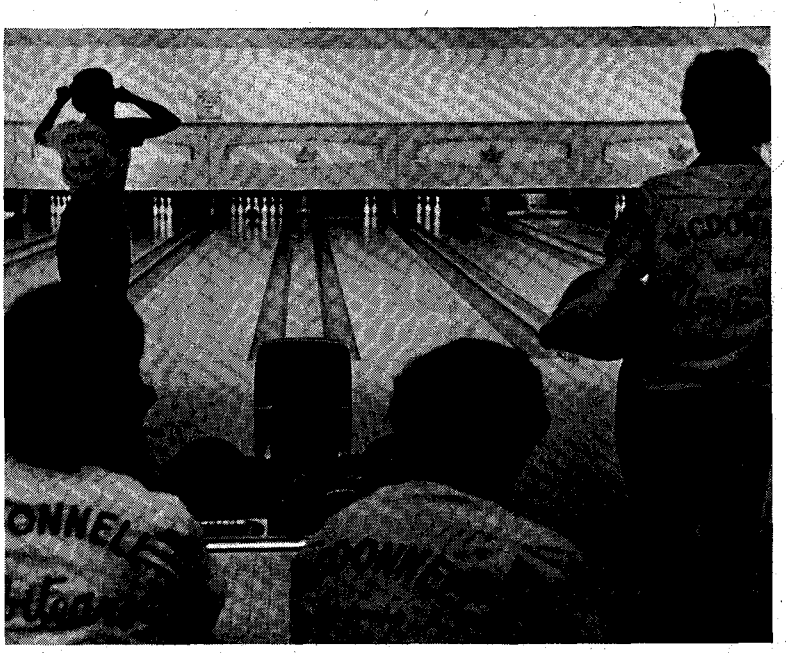
The format for a typical bowling party might run somet like this. Guests arrive at the lanes and are registered. recreation director or personnel director greets non-bowle the door. When all have arrived someone from the com gives a brief talk on bowling, sketching its history, explai the equipment and the rules of the game. A short bow movie is shown, and a short bowling exhibition game is pla between two fairly good bowlers. Serve refreshments. Beg session of personal bowling instruction, separating new f experienced bowlers to minimize embarrassment. Let all th present bowl for score if they desire, serving refreshm from this time on a "help yourself" basis.

At the conclusion of the bowling party, a general invitat should be extended to everyone present to join the bowl league or club to be formed. Ask those interested to stay a f minutes to discuss the details of the league. Experienced bo ers should be encouraged to form their own teams and h develop the club. A certain amount of follow-up, plus election to choose league officers, and the program is off.

SENIOR CITIZEN PROGRAM. One excellent idea is offer bowling as an activity for retirees of the firm, when s cial conditions allow, i.e., where their homes are not spre out over great distances. Limit to people over 55. This p gram can be a valuable retirement benefit.

VARIOUS JUNIOR PROGRAMS. Make an appeal f junior bowlers through employees, possibly at a Family Nig Bowling Party, and also through other company-sponsor youth sports programs which are not in conflict with the bow ing season, such as scout programs, Little League and softb activities.





is often the first activity to be organized, provides the al recreation program with the most participants, and develops into a smoothly run activity. Right: The girls cDonnell Aircraft, St. Louis, roll 'em down. Above: The boys ovair Division, General Dynamics, in Pomona, Calif. follow

UR BOWLING PROGRAM

OUSE LEAGUE PROGRAM. Some firms have had suc- in negotiating a complete bowling package with prospec- eague bowlers, with everything from shirts, trophies, ban- s, and league secretarial duties taken care of by the bowling rietor and his staff. Though this has proven very ef- ve in getting leagues started, some long-time bowling nizers are against the idea on a permanent basis, because feel the employee loses interest if he doesn't have a per- l stake in the program. Bowling in Texas, according to report, was in serious jeopardy for awhile because com- y after company contributed too much money to their em- ee bowling programs, with employees quickly losing in- st as a result.

ECOND SHIFT BOWLING. Some recreation directors ht be surprised to find a great deal of interest in bowling ng employees who work a shift other than the daylight t. Choice of facilities for midnight or late hour bowling sually excellent. Arrange to close the establishment, or- ize a party of late shifters, and see for yourself.

NEWSPAPER SPONSORSHIP OF PROGRAM. Once blished, you may want to explore the possibility with other ns of your area of having a local newspaper sponsor an area dustrial competition, as a means of stimulating interest ong all bowlers in the locality. Local bowling proprietors ociations should be prepared to help launch such programs, d can be of invaluable assistance in organizing the promo- n and in helping carry it off.

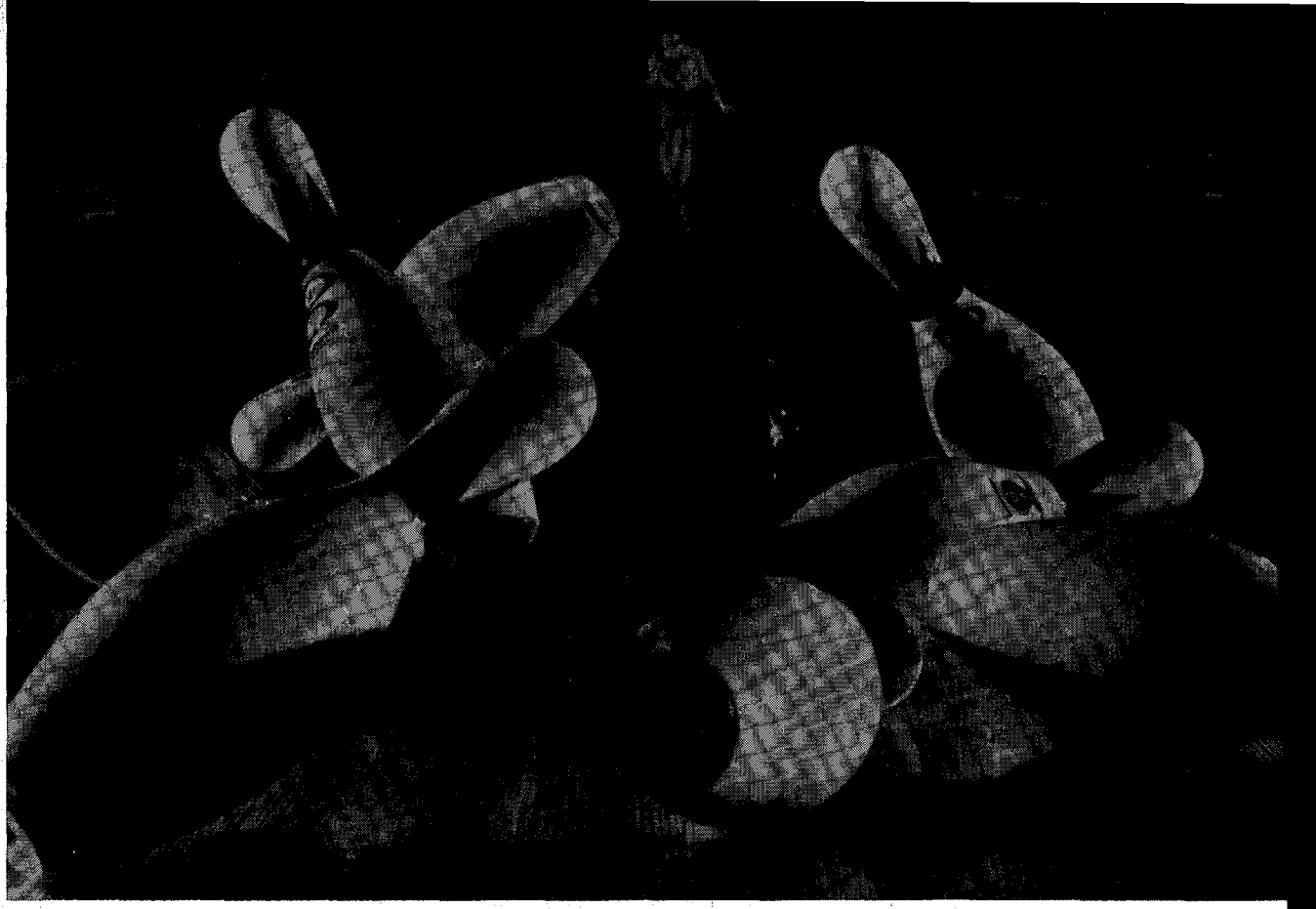
APPLY GAME FEES TO PURCHASES. Readers will be erested in a promotion by a California proprietor who, in der to attract new league bowlers, applied the game fees of wcomers to the cost of a custom-drilled bowling ball, en- raging many non-bowlers to take up the sport, as they anxiously looked forward to the day when they would own the new ball. This could be a factor in curbing dropouts from the activity.

PRIZE TRIPS FOR WINNERS. Though admittedly a more expensive program than the usual, a system of substituting paid vacations for cash as top league prizes is bound to stimulate participation. Prizes might consist of free vacations for winning teams and their spouses.

BETTER INPLANT PUBLICITY. Instead of merely reporting bowling scores, try features about bowling and bowlers. One firm, for example, profiles top league bowlers, gives practical tips on bowling such as selecting the proper ball, shooting for spares, and so forth.

TURKEY SHOOT TOURNAMENT. A popular program during the Thanksgiving season in a Turkey Shoot Tournament, wherein a number of turkeys are awarded to top company bowlers. Sometimes the tournament is held as part of the regularly scheduled league program, sometimes as a separate tournament open to all company bowlers, whether or not they participate in the league. Such tournaments on other occasions would be equally appropriate and rewarding.

USE THE AIDS OF BOWLING ORGANIZATIONS. There are a number of non-profit (and profit-making) organizations which are more than willing to help you with your specific problems in the promotion of the sport of bowling. Included among them are the American Bowling Congress, the National Bowling Council, the Women's International Bowling Congress, the National Duck Pin Bowling Congress, the American Junior Bowling Congress and Youth Bowling Congress; and among the manufacturers, Brunswick Corp. and AMF Pinspotters. Use these sources well. They are well equipped to help you handle your problems.



During the past decade, bowling successfully breached a "recreation gap" in the U.S. Having filled the vacuum, the game, according to the experts for a slower, "more normal" period of growth.

What Will Be Bowling's Future?

Never perhaps in history has there been a sport whose meteoric rise to popularity has been as spectacular as bowling's. As ancient as the pyramids, played by scores of thousands in one form or another throughout history, bowling as we know it today is strictly the product of the age of automation—the first major sport to claim that distinction.

Almost all of modern bowling's spectacular growth has come within the past 25 years, with the greatest surge coming during the 1950's. League bowling, most of it representative of company-sponsored teams, did the most to make bowling the greatest mass competition sport of all time.

Of the 25,000 firms which collectively spend in excess of $1 billion annually on employee recreation, 95 per cent sponsor bowling activity. With many a small company, bowling is often the only evidence of an organized industrial recreation program.

The total number of games bowled annually, according to one estimate, is somewhere in excess of 2 billion, with an approximate cost to the players of just under $1 billion.

Indisputable though it may be that the manufacturers of heavy bowling equipment find the market for construction of new bowling centers substantially less than during the heady days which reached their peak in 1961, the sport is one of the steadiest fixtures in the scheme of American recreation.

Whole areas marked for future growth are still relatively untapped. The areas of greatest potential are among women and teenage bowlers. Although the male population continues to dominate in overall numbers, it is the latter two gro especially the teenagers, which are growing fastest in t support of bowling.

To cite recent evidence: the Women's International Bo ing Congress this spring passed the 2½ million member mark for the first time and sponsored its annual tournan with a record-breaking 25,000 women in attendance in M neapolis.

The American Junior Bowling Congress and the Yo Bowling Association, while vying for membership that fi many young bowlers shifting between both programs, growing because of their expanding incentives and amat competition programs.

There's a whole new world of bowling potential abro with best results to date coming from England, West G many, and Japan.

Yet even in the area of greatest traditional bowling stren —the U.S. industrial and business force—the sport seems from having reached its potential. In evidence is the Natio Industrial Bowling Tournament, in Dayton, O., the largest dustrial competition in the world, which reached record lev of participation during 1964 and shows promise for s greater growth.

NIRA's own national bowling tournament broke partici tion records during 1964, and current plans are to reorgan it on a local, regional, and national-playoff level—a mo which could make it the most significant industrial tourname

uture and a spur to a slackening bowling boom.
asing attention is being paid to the senior citizens of
ion with the saving grace of handicap scoring systems
universally used to keep the oldsters bowling competi-

ues are the principle basis of organization in bowling,
e most solid census figures available place the number
d core American bowlers, traceable through league or
ned activity in the range of 8 or 9 million.

NEW YORK TIMES magazine recently quoted a
of 18 million bowlers, including casual outers. If you
he once-a-year bowler, the figure is sometimes pegged as
s 32 million. Industrial leagues continue as a major
in the total number of leagues represented nationally.
pite the signs on the manufacturing end that there may
eveling off of overall bowling activity, there is a con-
g increase on the membership rosters of most of the
's bowling organizations, as well as in league competi-
Most of the organizations which enroll individual bowl-
e posting *impressive* growth percentages.
is would seem to indicate that the "casuals" of the big
period of several years ago are now giving way to the
core devotees of the sport—a reaction predicted years
r by many competent bowling authorities.
w industries which have sustained spectacular growth
hoped to continue the pace indefinitely. Bowling during
ast decade merely rushed to fill the tremendous recrea-
l vacuum which existed for millions.
ving finally caught up, it does not now seem unrealistic
a slower, steadier, more normal growth is in order.

What Bowling Should Cost the Bowler

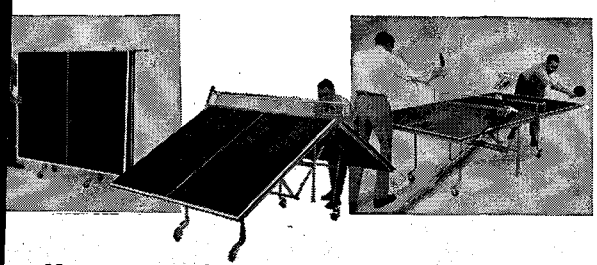
League bowling should cost the participant no more than an average $2.25 to $2.50 per week. An analysis of league activities nationwide shows the following cost breakdown:

Three lines per night	$1.50
Trophy fund	.25
Banquet fund	.10
Prize fund	.40
TOTAL PER WEEK	$2.25

This average figure, of course, can be drastically cut down by direct subsidy from the company. However, a recent study of bowling in Texas showed that employee interest in the game lapsed because of a too heavy corporate subsidy of the employee bowling program. Employees, the study showed, lose interest when they have no personal investment in the game.

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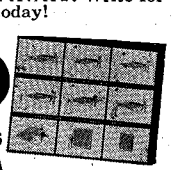


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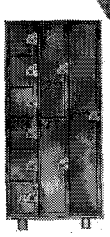
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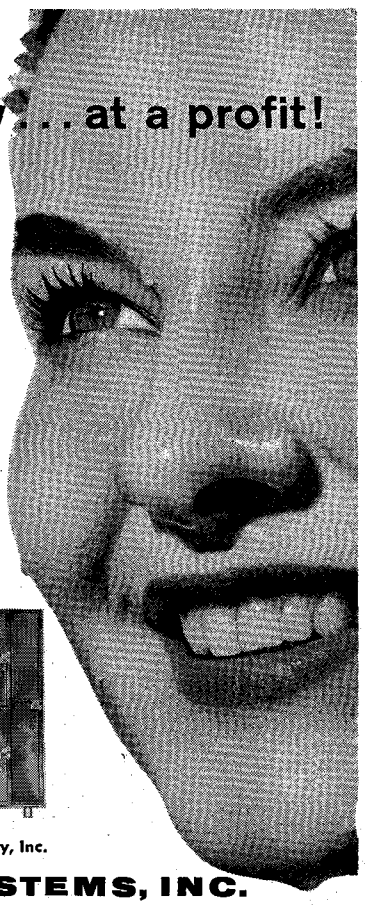
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COIN LOK LOCKER CHECKING SYSTEMS

First of a new series of features on industrial music, written in cooperation with the American Music Conference, specifically for R/M and the recreation directors of the U.S.



Music is one kind of activity which is available to employees regardless of their ages, and in fact young and old can participate at the same time—a fact which it does not have in common with many athletic activities.

A NEW LOOK AT INDUSTRIA

How do industrial music organizations fit into the recreation program? Are they more beneficial to a company as a public relations vehicle than they are as employee recreation? How is it that some industrial music organizations have lasted many years while others seemed to be failures from the outset? These are some of the questions to be discussed here.

There is little doubt that performing groups can be a fine public relations tool for a company, but at the same time they can be an enjoyable part of the recreation program for those employees who participate, and for those who attend the performances.

Baseball, bowling, handicraft, golf and innumerable other activities serve the interests of many employees, and music can serve the interests of many more. It can reach not only those who do not care to participate in sports or handicraft, but also many who indulge in both athletic and cultural endeavors.

In the past music groups were started in industry for many reasons—sometimes it was a top executive whose love of music influenced the sponsorship of some rather ambitious programs, such as a symphony orchestra or productions of top Broadway hits. In other instances, the desire came from the ranks of employees, with management anxious to sponsor and encourage such worthwhile programs. In still other instances management saw public relations value in an employee musical unit, going so far as to give preference for needed employment to those who could *also* fill a spot in the music group.

Some groups disbanded because of poor leadership, others because the interested top executive retired or died; in other situations, employment turnover made it impossible for instrumental balance to be maintained, or because of some technicality in the union-management policies.

The changing times, however, should excite some firms to take a new look, and reconsider the values of music in the light of present considerations. Companies that have n given thought to music as a part of their recreation prog should do so now.

Recreation directors of today cannot afford to ignore potential of all types of avocations, for recreation guida direction and management have suddenly come into a posi of tremendous importance in American life. Recreation profession that will steadily rise in stature for many year come. It will require not only a knowledge of "gaming", a variety of pursuits that will interest those of pre-school to the golden years, and run the gamut of leisure-time po tials from athletic prowess to intellectual skills. Already recreation profession is beginning to be broken up into m highly specialized fields.

The predictions of economists for industrial employees coming into reality: work weeks *are* getting ever shorter a vacations ever longer. As leisure time increases, people w look for variety in their recreation. When employees had o two weeks out of each year to themselves, one activity such fishing, hunting, boating or golf sufficed. With longer we ends and with the possibility of even shorter work days, c can easily tire of a single recreation outlet. In spite of creased wages, living costs rise accordingly, so that it will necessary for leisure time activities to be found closer to t home front. Extensive world travel and expensive "pla things" will remain beyond the reach of most people.

Idleness, whether it means being out of a job with no i come, or whether it means having too much leisure time wit out knowing how to take advantage of it, can be bad for t disposition, the health and the well-being of the fami Leisure time can be filled by anything from adult educati classes to whiling away the hours on a bar stool, dependi upon one's inclination.



NIRA member firms include instruction in music for employees' chil-
hough the majority sponsor programs for the employees themselves.
other kinds of activities are limited by number of players, age, and
h. But there's a size and kind of music group—whether it be jazz
ssics, vocal or instrumental—to fit every company's talent.



USIC

eing a people who, by and large, have historically never more than a few days vacation in any one year, and who e always believed there was virtue in practical activity, i.e. k, we are just beginning to acquire a new set of values for ng. Intelligent recreational guidance and administration n those possessing the broadest concepts and values for ure-time living will be needed for many years to come. ile we have become less self-conscious in dabbling in the or discovering worthy ways of spending leisure time, it is not a part of us, and there are many who find time hang- heavy on their hands.

For at least half a century, now, our schools have pro- ed extensive music education for the growing child. Many ve left high school with a near professional skill in playing instrument. Unfortunately, the true values of this wonder- training has too seldom been emphasized so that its life- he uses have been minimized to the point that the band, hestra or chorus was merely considered a delightful school tivity to be enjoyed as long as one is attending school. Re- ntly, however, there is a more conscientious effort on the part music educators to extol the lifetime benefits of music, sug- sting students seriously consider continuing their playing as avocation, and for some, a profession. This, as time goes , will arouse a desire in increasing numbers to seek musical tlets in adult life. It is reasonable to expect that in firms rge enough to have recreation departments there are many nployees who do play an instrument or who have sung in a orus who would like to get back to it if the opportunity ere present.

Music has an advantage over some other recreation activi- es because of its widespread appeal. For one thing, some hletic activities are limited by the number of players. While is desirable to have instrumental balance in music groups, the size of the organization is flexible. Many athletic events have an age limit for participants—most people reach a period in life when physical exertion should be lessened. In music activities, however, there is no age limit. In addition, a broad range of ages can participate together in music which is not always true of many other recreational pursuits.

The vigorous sportsman and the less athletically inclined can enjoy music activities together. Music accommodates all tastes from jazz to the classics, and there is some kind of musical combination that may be organized to meet the interests of the employees who wish to participate. There are the barbershop quartettes, jazz combos, the classical string quartettes, the choraleers or the symphony orchestra. There is the marching band, the drum and bugle drill team, even bagpipers. There is no limit to the combinations that may be organized.

Christmas shows, variety shows, operettas, participation in civic parades, festivals or pageants—to say nothing of a variety of company functions—are a few of the opportunities for public performance.

Most important of all, there is the fellowship among the employees and administrators of all company departments. These music activities fuse the many interests and personalities into a unity of purpose and understanding that can contribute not only to the well-being of the individual, but of the industry as a whole.

Later this fall, R/M will continue with the second of this new series of articles on industrial music.

Study of a cross section of American industrial recreation programs shows that bowling is still the pivital point for most employees who seek a leisure time activities outlet through company sponsored events.

Bowling: Part of a Program That Good Business for Your Firm

Business before pleasure" is a time-honored concept. But it is also a cliché which may obscure a fundamental fact of modern corporate economics: an employee who associates his job with pleasure is not only a happier employee but a more efficient, stable and productive worker.

Many companies have found that investing in pleasure is good business—with black ink results for firms of all sizes.

Employee recreation programs have helped corporations in the following ways:

- Improved employee morale.
- Better community relations.
- Favorable corporate and product publicity.
- Increased mutual cooperation among employees.
- Enhanced personal rapport between employees and supervisors, and not infrequently between men who otherwise deal with each other only across a bargaining or arbitration table.
- Bolstered recruitment of promising young executives.
- Reduced labor turnover.
- Curtailed absenteeism.

These bread-and-butter benefits have been attained at surprisingly small cost to the employer in money, time and effort.

One successful industrial recreation program is in operation at the home base of Pittsburgh Plate Glass chemical division, in Barberton, O. States J. E. Burrell, PPG's vice president in charge of operations: "At Barberton, varied recreational activities—among which bowling is one of the most popular—contribute towards achieving a favorable employee relations climate conducive for effective communications and closer relationship between supervisors and employees."

Employee Relations

Mr. Burrell adds, "The chemical division of Pittsburgh Plate Glass Company has, for many years, encouraged employee participation in effectively organized recreation programs designed for building better management-employee relations at all its plants. Well-rounded continuing recreation programs which give employees in our chemical division plants the opportunity to participate in one activity or another is essential for success of such programs. Many chemical division plants have excellent programs."

Since the early 1900's the Barberton plant has encouraged its employees, both hourly and salary, to participate actively in the plant's recreation program.

PPG provides eight bowling lanes in the chemical division's recreation building and sponsors junior and bantam leagues as well as regular men's and women's leagues. At the company's Barberton site, a modern recreation building on plant property has 18,000 sq. ft. of floor space for use by employees and their families. The air-conditioned building has facilities for billiards, a television lounge, table tennis, hi-fi, bowling, and conference rooms. A cafeteria also serves as an area for p dances and banquets.

Elaborate facilities, such as these Barberton bowling are unique. The experience of most companies is that such a wide choice of modern, air-conditioned bowling c available throughout the country, a sizable recreation pro can be started with no investment by the company. Operat costs are minimal, too, since the employees pay for their bowling, use existing local facilities, and run their own l machinery through elected officials.

The same holds true in the recreational activities at firms such as Owens-Illinois, Hapeville, Ga.; Johns-Man Fiber Glass Inc., Parkersburg, W. Va.; the Boeing Comp and the Pratt & Whitney aircraft division of United Air Corp.

One Third Participate

Total participation in bowling at Barberton averages aro 800, of whom 25 per cent are female. This represents a one-third of the 2400 employees at the plant. Some 2,089 ployees bowl in Pratt & Whitney's program, making up ne 400 teams. At Owens-Illinois, which has 700 employees, m than 200 participate in the firm's bowling program. Ne half are female.

Employees mingle with executives, often on the same tea inspiring a warm and understanding relationship between echelons of personnel, and facilitating better communicati The value of this is made clear by this conclusion of H. Simpson, Director of Executive Programs, Graduate Schoo Business, Columbia University: "Problems of communicati between executives and employees account for the larg single group of obstacles to effective management action."

Recreational programs which provide opportunity family and community inclusion have the added benefit identifying the company not only as a good place to work b as an asset to the community as a whole. During one seas bowler-employees at the Pratt & Whitney plants were cheer on by a total of 51,047 spectators, many of them residents the community, who came simply to watch.

Pratt & Whitney's massive recreation program also includ a Children's Christmas party, a European Vacation Trav Program, and courses in modeling and social dancing.

The General Electric Employees Activities Association, Inc counts improvement in employee morale and community r lations as prime rewards of GE's recreation program. It als cites bowling in particular as a generating force behind i creasing cooperation among employees and between employee and their supervisors. A total of 1,200 GE employees includ

This feature is an adaptation of one which first appeared i THE GLASS INDUSTRY magazine, in April, 1963.

) female employees, participate in the bowling pro-

s-Manville points out another aspect of the value of l contact in a non-working environment, especially a itive one. Heads of departments and other executives earn which employees have leadership qualities. Many loyee who might be lost in a crowd, especially in a rm, can be placed in a responsible position with great for the company, which might not have noted the n its organization without this opportunity for personal

ng notes another plus. Companies with exciting recrea- rograms find it easier to recruit top-notch young execu- Some executives contend that young men are equally ed by a firm's recreation program as by fringe benefits. me sense of belonging that attracts new recruits keeps le older personnel, thus cutting turnover considerably aking it easier for firms to plan for the future.

W. Hosier, Jr., Manager of Special Services at Aerojet- al Corp., Sacramento, put it this way: "In this day of specialized personnel, an industrial recreation program elps us recruit and retain more people. We all know that tside environment, as well as the job environment, is a in the turnover of personnel. Through recreation we improve the outside environment for family and em- e."

Recent Expansion

though industrial recreation programs have expanded nously, especially since World War II, some manage- officials persist in viewing them as "programs for our oyees." They are that. But the far-sighted businessman of sees them as considerably more.

increased productivity a management goal? Says Faultless er's president, T. W. Miller, Jr.: "A well-rounded rec- on program gives every employee the opportunity to par- ate in one activity or another. It also gives employees an rtunity to relax after a hard day's work. It has been en that a satisfied employee will do a much better job."

r. Hosier put it this way: "If the employee becomes thier, more socially adept, gains more poise and learns how lan ahead, he will also be better equipped to do his job. sequently, management gets more work for the same pay. providing an atmosphere where employees can excel, the loyee receives a basic need—to be good at something. This ds confidence—and confidence means more dollar returns he job."

Healthier Employee

Clearly, a healthier, more satisfied employee will be a more ductive employee. But equally important is his attitude ard his work, and in this area a recreation program per- ms an even greater function. This was expressed by Mundy Peale, President, Republic Aviation Corp. He said: "I be- e the most important, worthwhile purposes of industrial reation are recognition of the individual and the role that reation plays as a communications media in enhancing em- yee interest in company affairs."

A similar view was put forward by Henry Ford II, Presi- nt, Ford Motor Company: "Providing suitable recreational lets for employees," he declared, "helps give employees a se of common identification and to broaden their pleasure l satisfaction in their work."

Expanding this theme further, H. P. Bustow, President, nnesota Mining & Mfg. Co., stated: "A balanced recrea- nal program offers admitted contributions to physical and mental health. We cannot buy loyalty, but we can encourage its development. The personal friendship formed with fellow employees at the bowling lane, in the club room, or in adult education courses, almost automatically result in a feeling of belonging. With this sense of belonging, the employee in- evitably brings something extra to the job."

The proven impact of employee recreation on absenteeism, turnover and recruiting adds a priceless contribution to the improvement of productivity through organized programs such as those described here.

Dollars and Cents

Numerous companies have had recreation programs for years before they have realized the dollars-and-cents benefits they were achieving. The simple and obvious gain in employee morale was in itself regarded as worth the cost. With recognition of the numerous other benefits, these companies now regard their expenditures for recreation as almost too small to be true.

Owens-Illinois, for example, gives a one-word answer to the question of how much its bowling program costs the company: "Nothing." The firm, which is typical in this respect, simply encourages employees to join leagues, contacts proprietors for them, and then enjoys the fruits as the employees take the entire financial and administrative burden on their own shoulders. This is the procedure at nearly every company with any kind of program.

A firm can, of course, contribute some financing to a program to make it even better. A typical operation is one conducted by Pratt & Whitney. The company encourages employee participation in all Aircraft Club recreational programs by providing plant-wide publicity for the various activities, including reports of outstanding individual and team accomplishments and photographs of employees who have excelled in the various programs.

Commission Income

Pratt & Whitney reverts all the commission income from telephone pay stations and vending machines in plant locations to the P&WA Club. The Club uses these funds and annual membership dues to finance the organization, promotion and development of the industrial recreation program. Incentives in the form of engraved trophies and awards, are also provided for outstanding achievement.

Funds for its biggest recreational program—bowling, again —come out of the P&WA Club. The fees for games bowled, however, are paid by the employees themselves. Companies are under no obligation to spend any money at all for such things as shirts and trophies, and this enables firms to adjust their recreational expenditures for bowling to budgetary situations that arise.

Bowling is comparatively effortless for small and medium-size companies to launch. The National Industrial Recreation Association reasons that bowling is a good "first trial" activity in starting a company recreation program because of its wide popularity combined with generally convenient location of good facilities. Independence of weather or seasonal considerations and around-the-clock, seven-day-week availability are important considerations and encourage the widest participation.

A carefully-planned industrial recreational program doesn't cost a company anything close to the amount the investment brings in return. In Mr. Hosier's words: "Industrial recreation is not only an employee benefit, but a dividend for management that pays off big in dollars and cents."

WHY

NATIONAL INDUSTRIAL RECREATION ASSOCIATION
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. . . is NIRA membership important to industrial recreation administrators—the professional men responsible for the growing field of employee activities?

. . . because the National Industrial Recreation Association, a non-profit service organization, is dedicated to the idea that industrial recreation is sound management policy . . . that the recreation director is an important member of management's industrial relations team . . . that the effectiveness of your employee recreation program depends upon the concerted impetus that only a national organization can give to it. Specifically, how is NIRA geared to help you? Look . . .

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programs against, and
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NIRA Newsletter

22, NO. 6 ©1964 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION AUGUST 1964

IRA's Publication Section stir with Summer Projects

he popularity of one NIRA publication, and a financial grant to develop her, has caused the association's publications section to be astir with ity this summer. STANDARD SPORTS AREAS—revamped and re- ed nearly a score of times since it was originally developed by NIRA 944—is possibly the association's most popular publication, and recent rs forced it back on the press again this summer.

veral contingents of Peace Corps nteers are using the publication in work abroad, and an order for 1,500 s for the Department of the Navy filled this summer.

TANDARD SPORTS AREAS is a ication compiled by NIRA in coop- on with the ruling associations of all r sports in the U.S. and contains in- ation about the construction speci- ions for the playing areas of these ts.

he manual includes playing grounds fications for such popular American ts as baseball, softball, football, and is; and such novelty sports as bait ng, quoits, squash, and water polo. umber of indoor sports are also in- ed, among them bowling, billiards, boxing.

he second publication causing con- able excitement at NIRA headquar- this summer is one which has been in "thinking stages" since 1958 and h will contain reprints of features nally printed in R/M.

he publication will be called TOP NAGEMENT SPEAKS and will ist of statements by a dozen or so of the nation's most eminent business personalities on the value of company-sponsored recreation for the American employee.

The blue chip list of recreation boosters whose words will appear in the new publication are all long time NIRA member firms.

In addition to these projects, NIRA is revamping its bulletin service to members this summer. An increased number of mailings, and a greatly expanded *President's Bulletin* is now on the drawing board.

NIRA Settles Into New Chicago Headquarters

The work of transferring the national headquarters from one side of Chicago's Loop to the other was completed by NIRA last month, and most of the work of opening shop in the new office has been completed.

NIRA urges its members to update their address books and their mailing lists and help save the Post Office the work of rerouting association mail.

When in Chicago, come and visit us at our new location. We're in the Kemper Insurance building (also called the Civic Opera building), located at 20 N. Wacker Drive, Suite 1864, Chicago, Ill. 60606

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NAMES IN THE NEWS

Howard C. Seehausen, executive director of the Bowling Proprietors Association of America has received the 11th Annual Distinguished Industry Service Award of the Billiard and Bowling Institute at the 1964 BBIA Convention.

The American Society for Personnel Administration, a national organization for personnel executives, has elected **George Trombold** as its president. Trombold is director of industrial relations at Boeing's Wichita, Kan., plant.

James B. Dee has been named a field representative for the new Franchise Gun Club Program of Winchester-Western Division, Olin Mathieson Chemical Corp. Dee was formerly director of membership and shooting promotion for the National Shooting Sports Foundation.

E. R. Hames has been promoted to assistant vice-president of sales and advertising at Shakespeare Co. **Dick Tackett** has moved up to succeed him as sales manager.

Lloyd E. Johnson has become chairman of the board of Johnson Reels, Inc., with Lien O. Tvedt moving up from sales manager to president of the firm.

Jack D. Smith has been appointed manager of all Hilton Hotels and Inns operating out of the Washington office of Hilton.

John R. Meakins, NIRA's scholarship winner of two years ago, is still working on a doctorate in recreation at Columbia University, having received a professional diploma in recreation, equivalent to a masters' degree.

Lawrence M. Deal, a NIRA vice president and supervisor of employee relations and services at Inland Manufacturing Division, GMC, has been elected president of the Miami Valley Personnel Managers' Association in Dayton, O.



Midwest Recreators Take Time Out for Golf

Seventy-seven recreation executives from business, industry, and city park departments congregated at Midlane Farm Country Club, Wadsworth, Ill., in mid-July for an annual golf outing which has become something of a tradition for recreators in the Chicago-Milwaukee area.

Included among the NIRA members present in strength at the outing were members of the Milwaukee County Industrial Recreation Association, employees of the Chicago Park District, and NIRA Region Three officers and former officers.

After a day of golf, the recreators were treated to a banquet dinner by their hosts from the Milwaukee County Industrial Recreation Association. Numerous merchandise awards were given away by drawing at the meeting.

Midlane Farm Country Club, which has just begun operation, was an ideal spot for the outing, being approximately equidistant from both Milwaukee and Chicago. Club officials waved green fees for the recreators.

The Chicago recreators will be host to the Milwaukeeans at a similar outing next year.

Federal Leisure Group Has 75,000 Membersh

A fast-growing, active and an federation is beginning to make i ence known in the nation's capit seven years of hard work by a fe dred government employees r from patent attorneys, postal clerk agents, to the omnipresent gover typists and stenos.

Joined with a purpose for thei mon good and welfare, 75,000 U. ployees have a share in the mushro growth of the League of Federal R tion Associations, centered in tha federal workshop called Washingt

The league was born in 1957 w employee associations, and toda more than 40 different groups in its bership.

Actually, however, the growth i ganized leisure time activity in Was ton stems from a piece of 1935 legis

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ng the establishment of non-
feterias in government buildings,
tipulated that 10 per cent of any
profits be devoted to employee
and recreation. Unintentionally,
re, Congress stimulated the for-
ganization of the first associations
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member association of LFRA is
tely separate from the federal
for which its members work. Each
eparate constitution, by-laws, and
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was born.

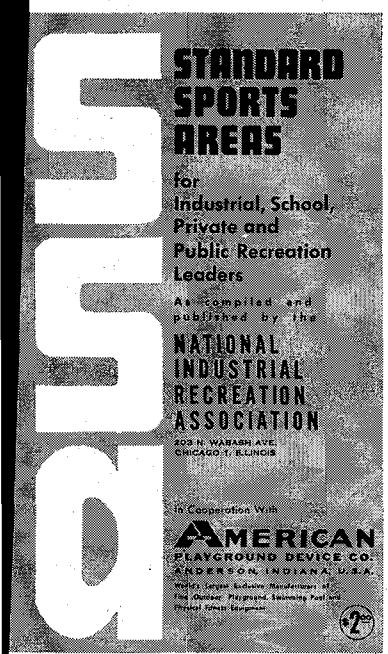
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who works in the air transport
n of the Civil Aeronautics Board.
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es, boards, offices and other units
rise the league including the fol-
g: Department of the Army,
ic Energy Commission, Civil
nautics Board, Federal Aviation
cy, Federal Communications Com-
on, Federal Housing Commission,
Federal Reserve Board, Federal Trade Commission, Department of the Interior, Department of Justice, Internal Revenue Service, Post Office Department and a host of other federal groups located in Washington.



William S. Simpson, right, general manager of Raybestos Division, Raybestos-Manhattan, accepts "Recreation Car of the Year" from Dick Overton, Kaiser 'Jeep' representative in Norwalk, Conn. At right is Arthur R. Brauer, who won the car for use by the Raybestos recreation department for one year. Car was awarded at NIRA Conference in Cleveland in May by Kaiser 'Jeep' Corporation, Toledo, Ohio.

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NEWS ABOUT NIRA'S COMPETITIVE EVENTS FOR U.S. AND CANADIAN BUSINESS AND INDUSTRIAL EMPLOYEES

FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOURNAMEN

Fishing Tourney Breaks Record; Golf, Archery Events This Month

With the final deadline approaching for the three-month AFTMA-NIRA Fishing Contest, that event has already broken participation records in the first two months of competition and seems certain to break overall records when the final entries are tallied in August. Judging in the event is done by comparing the catch with the world's record in a given species.

Current leader in the 1964 event is an employee of General Motors of Canada, who caught a brook trout which scored 771 points out of a possible 1,000. Barring a larger catch in August, he'll win the prize trip to N. Manitou Island this fall.

The Martin Company, Orlando, Fla., is far and away the most enthusiastic backer of the annual fishing event, with entries from that company expected to number in the hundreds by the time the contest ends.

Second place to date is held by an employee of Sperry Rand, Sudbury, Mass., with a striped bass that earned him 687 points.

FIRST ARCHERY TOURNEY. Entries are running strong in NIRA's First Annual Archery Tournament, a scratch and handicap event for target archers in NIRA member firms to be played during four weeks in August and September.

Among the firms scheduled to compete are The Kohler Co., Kohler, Wis.; Sandia Corp., Albuquerque, N. M.; IBM, Lexington, Ky.; General Dynamics, Pomona, Calif.; 3M, White Bear Lake, Minn.; The Falk Corp., Milwaukee, Wis.; Grimes Manufacturing, Urbana, O.; and Olin Mathieson Chemical, Pisgah Forest, N. C.

The top archer in the scratch division will be sent on a deer hunt to N. Manitou Island, Lake Michigan, along with NIRA's top fisherman.

Each participating firm receives sufficient score sheets for each week's participation in the tournament, and scores are submitted weekly to the tournament headquarters for judging.

NIRA GOLF MEET. More than 100 teams are expected to turn out at Purdue University, August 15-16 for the Annual NIRA Golf Championships.

This is the first year the event has been sponsored exclusively by NIRA. Ray Detrick, of Goodyear, was the organizer and for 18 years the executive secretary of the event.

When he retired from Goodyear this year he helped NIRA secure sponsorship of the event.

Rifle Champ to H Big Cat in Utah

When Robert A. Utter, of Au Wash., an employee of The Boein turned in a 197 score out of a pc 200 in NIRA's annual rifle tourna he shot his way to an all-expens mountain lion hunting trip to Mot Utah.

Utter was one of hundreds of rifl from NIRA member firms who ann



Employees of the D-I Ranch, where NIRA champ will hunt mountain lion, pose with cat captured earlier this year on premises.

vie for top spot in the event and a cha to bag big game as NIRA's guest.

On a weekend in late February, 19 Utter will be flown as NIRA's guest the site of the hunt in Utah. Mount lions are plentiful in the mounta near Motoqua, and the full facilities the Desert Inn Ranch will be put at ter's disposal as he stalks his game.

For further details on the hunt, wa future issues of R/M.

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This year, enjoy Camp Manitou, in the wilds of Ontario, where son of the choicest fishing and hunting in North America are four Manitou's clear Canadian lakes hold muskie, northern, lake tro walleye, and smallmouth. Its forested land abounds with moose, de bear, and partridges in season. Ask about our 15-25 person gro rates for the avid hunters and fishermen in your firm.

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er Hunting Trophy Tourney rms Sent to Member Firms

nplete rules and entry forms for the all-new NIRA-NRA Deer Hunt-rophy Contest were distributed to all NIRA member firms during nd potential deer hunting champs from all parts of the country will r top spot as NIRA champion when the season opens later this year. ourney will run throughout the hunting season throughout the U. S., nal entries due at National Rifle ation offices in Washington, D. C., rch 15, 1965.

ong the forms included in the g were complete rules for the tour-t, and official Boone and Crockett forms for whitetail, non-typical ail, mule, and non-typical mule

e B&C forms contain complete in-tion for logging the size of the by antler, number of points, their d, and so forth.

creation directors are encouraged to this new tourney to the hunters who for their firms. Simply duplicate orms included in the mailing and a complete set to each of the inter-hunters in the firm.

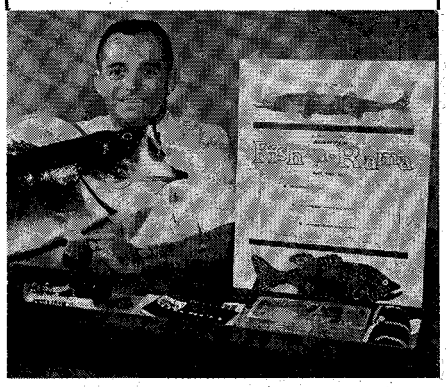
e National Rifle Association is making available a lapel pin and certificate to company champions, and they will be eligible also for regional and national awards.

Only employees of NIRA member firms are eligible, though multiple entries will be accepted in both divisions and in all classes.

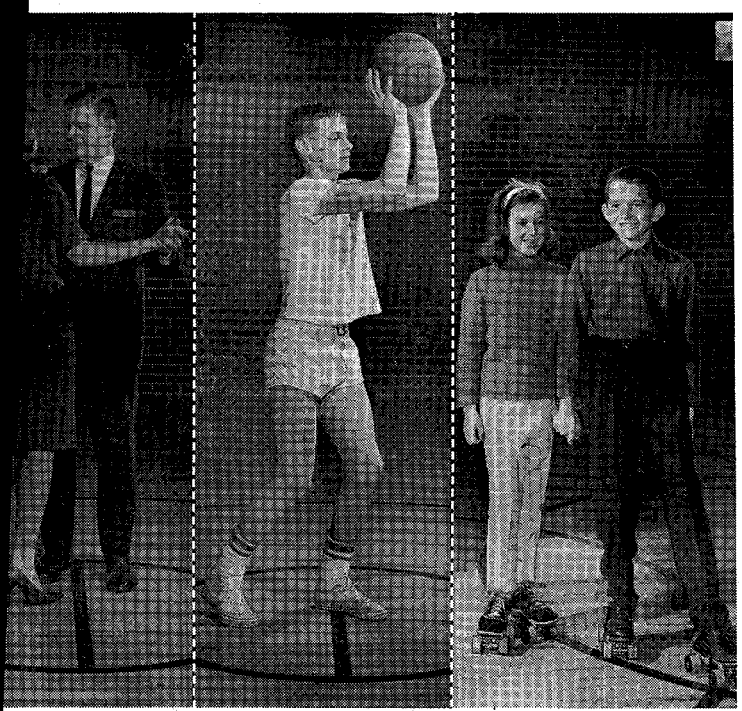
The contest is open to employees who take racks during the 1964-65 season only.

For additional information on the tournament, and to receive additional copies of rules and forms, write: NIRA-NRA Deer Hunting Trophy Contest, c/o National Rifle Association, 1600 Rhode Island Ave., N.W., Washington, D. C. 20036.

Fishing Champ



One of the most outstanding jobs of promoting a NIRA event, is consistently turned in each year by Clifford King, recreation director for the Martin Co., Orlando, Fla. One reason for his having more entries than any other NIRA firm might be the fact that his section of the country abounds in excellent fishing. But King also promotes the contest by holding a company-wide tourney which coincides with the national event. So big is his company tourney that the Garcia Co. has gladly lent it's promotional arm to the event, with prizes like the tackle shown above awarded to the 1964 winner.



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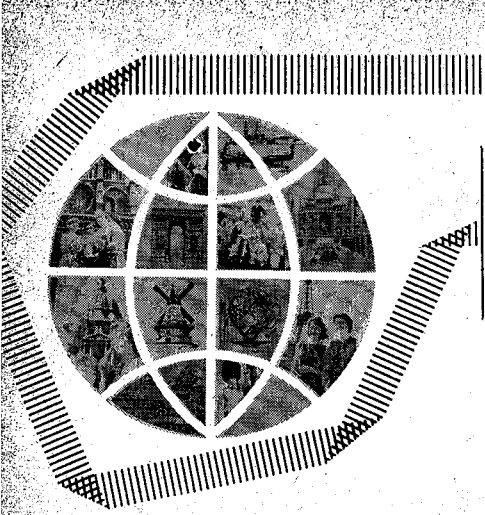
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GROUP TRAVEL ACTIVITIES, INCLUDING SHORT AND EXTENDED
TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF IN

Domestic Chartering Still A Hot Issue

It now begins to appear that R/M's feature last month on the current dispute on the eligibility of non-affinity group members, i.e., "friends and neighbors," to participate in domestic charters collided head-on with popular opinion, and sent the legal departments of several major airlines scurrying for their books. In view of the protests we have received, it now seems politic to re-examine what we said.

In a statement to R/M in June, J. W. Rosenthal, of CAB, noted that though the question is far from closed, he thought the safest interpretation of the vague domestic charter provision dealing with eligibility would be to obey the provisions of the transatlantic charter code.

R/M echoed that point of view, primarily because it came from an eminent source.

However, there is a great deal of feeling against this view, and using the transatlantic code as a yardstick for domestic charters when there *is* a domestic code, is, upon reflection, a bit ridiculous.

One of the protesting firms, a major U.S. carrier with a seat on the NIRA Travel Council, struck hard at any narrow interpretation of Part 207, and with the advice of its legal department penned the following remarks for R/M this month:

"Our opinion is that 'a hard and fast Yes or No' reply cannot be given because of the vague manner in which Part 207 (which deals with the provision in question) is written. Under certain circumstances friends and neighbors can be accommodated on a charter flight but each case would have to be decided individually."

According to that source, a Yes reply could be given provided the following conditions were fulfilled:

1. "That friends and neighbors were invited to participate in the charter as a result of conversations with bona fide members of the chartering organization."

2. "That the number of friends and neighbors do not exceed 10% maximum of the aircraft capacity."

This authority would say No, if either of the following provisions were true:

1. "That the travel agent handling the charter arrangements actively solicited non-members to become charter participants."

2. "That a promotor of the charter even though a bona fide member of the group actively solicited non-members to participate . . . that if circulars, pamphlets or bulletin board announcements invited non-members to participate then this type of solicitation would disc the group."

It now appears that R/M was h recommending strict adherence t transatlantic code. When in doubt, counsel for the carriers, is still you source of advice—and they are obv competent and willing to accept t sponsibility for deciding who is an is not eligible.

G.E. Employees Take Customer Plant Visit

A flying visit by 54 employees helped make equipment being use Bethlehem Steel's plant in Lackaw N.Y., was sponsored recently by Ge Electric Co.'s Large Generator & M Plant, Schenectady. Forty-seven em ees made the one-day hop aboard a tered airliner.

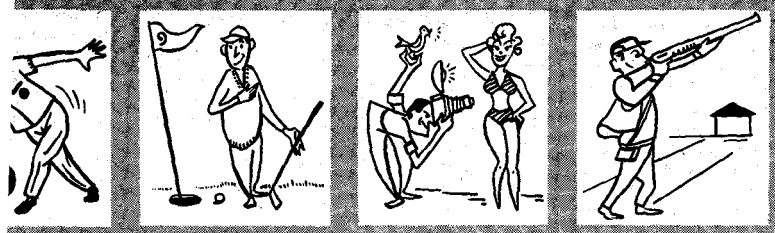
Employees paid a nominal $ which included plane fare and lu Idea of the trip was just to show the employees what a "typical customer" like and how his support could be through better service.

TRAVEL COUNCIL TO ME

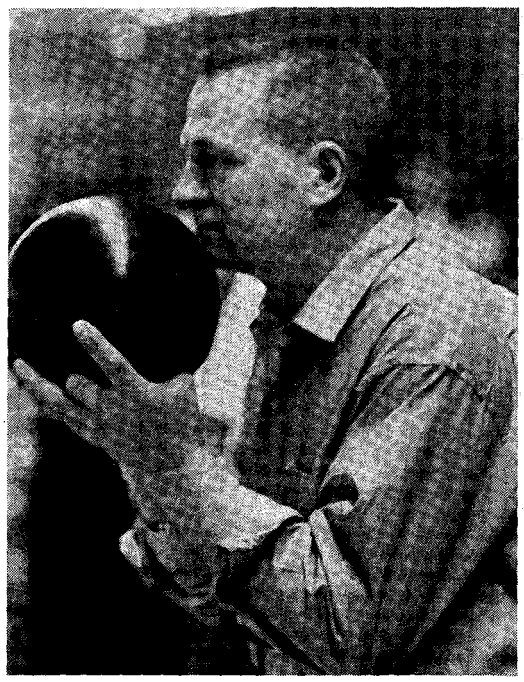
A meeting of the NIRA Travel Co cil has been called for September 2 Chicago's Palmer House. Host to meeting will be Hilton Hotels, own of the Palmer House who recently joi the NIRA Travel Council.

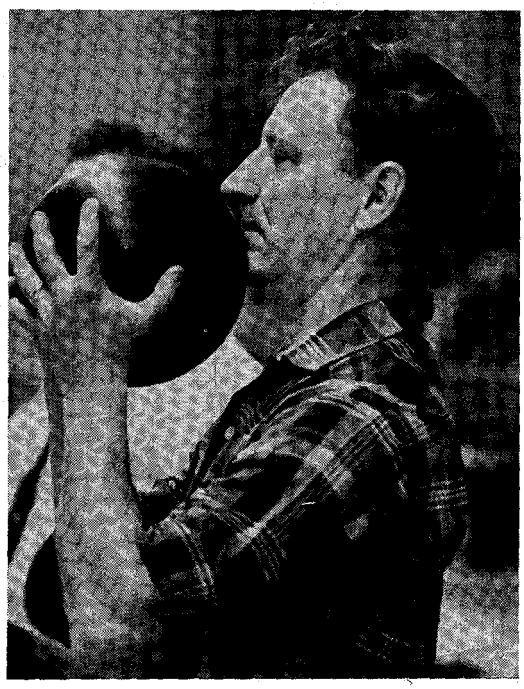
The group will discuss ways of solv some of the problems which curren beset industrial group tours.

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IDEA Clinic





ure Oil Holds Nationwide Tourney For Company, Affiliate Bowlers

rge U. S. firms with many divisions spread throughout the nation will be interested in a tournament held an- y by the Pure Oil Company for all of its avid bowlers.

ıe program is an outgrowth of the company's highly suc- ıl Pure Oil News Bowling Tournament, held annually olumbus, O., for the past 34 years. Despite the fact that 963 tournament broke all previous participation records 40 teams in all—some of them coming from as far away ew Jersey—hundreds of other Pure Oil bowlers who d have liked to participate in this best-of-all company aments were prevented because of being located in far arts of the country.

1964, in order to give everyone who wanted to partici- a chance to do so, "home division" tournaments were ged for Pure Oil's far away bowlers, and they now par- te in the all-company event on the same date as the vs" tournament in Columbus.

re Oil restricts participation to male employees of the any, its divisions, and its affiliates throughout the nation. There is no entry fee and trophies are awarded by the company.

All bowling is on a handicap basis. Each bowler must have rolled at least 21 games in sanctioned league play to establish an average and must use his highest average, if he bowls in more than one league.

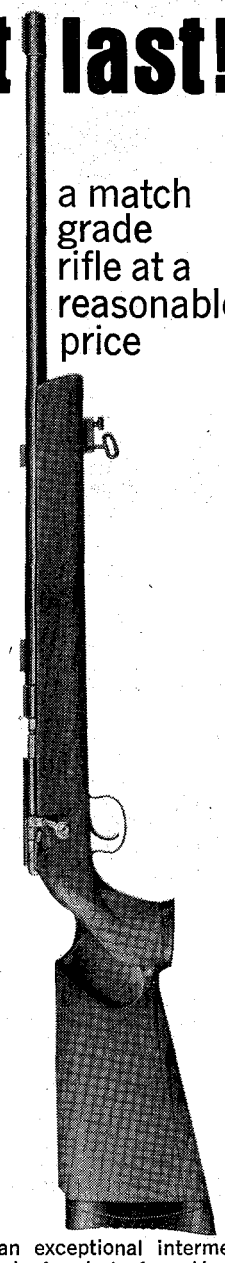
Team captains, in signing the application form, must authenticate the average of each bowler and furnish proof upon request.

Immediately after the tournament is held, scoresheets must be properly certified by team captains and the managers of the bowling lanes. Then the scoresheets are air mailed to the headquarters of the company in Palatine, Ill. Certified scores not mailed within four days are automatically disqualified from the competition.

The Pure Oil bowling tournament program could be the model for recreation directors who must supervise recreation at a number of plants in different parts of the nation.

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R/M RECREATION READI

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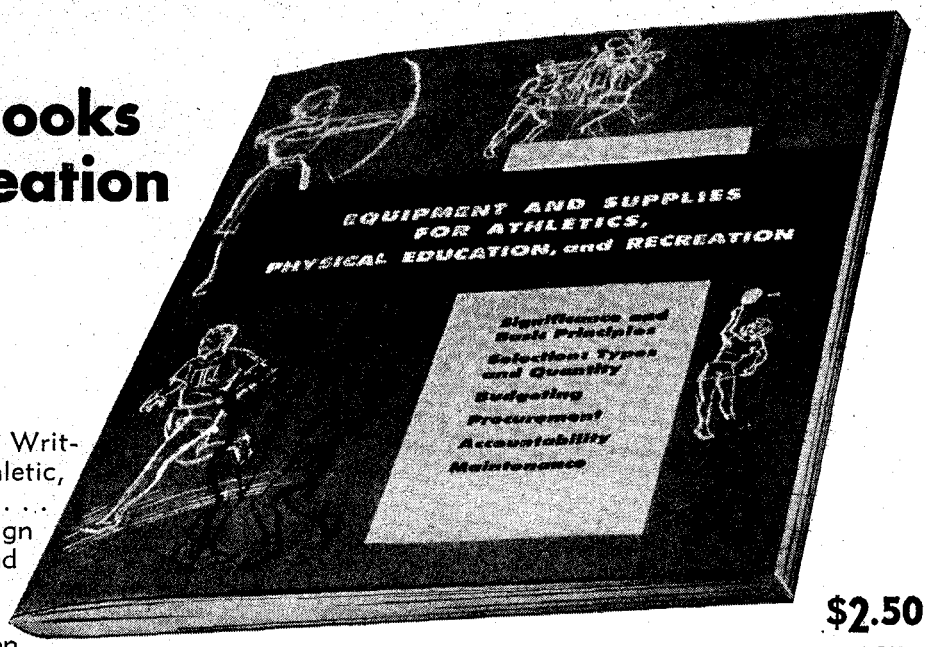
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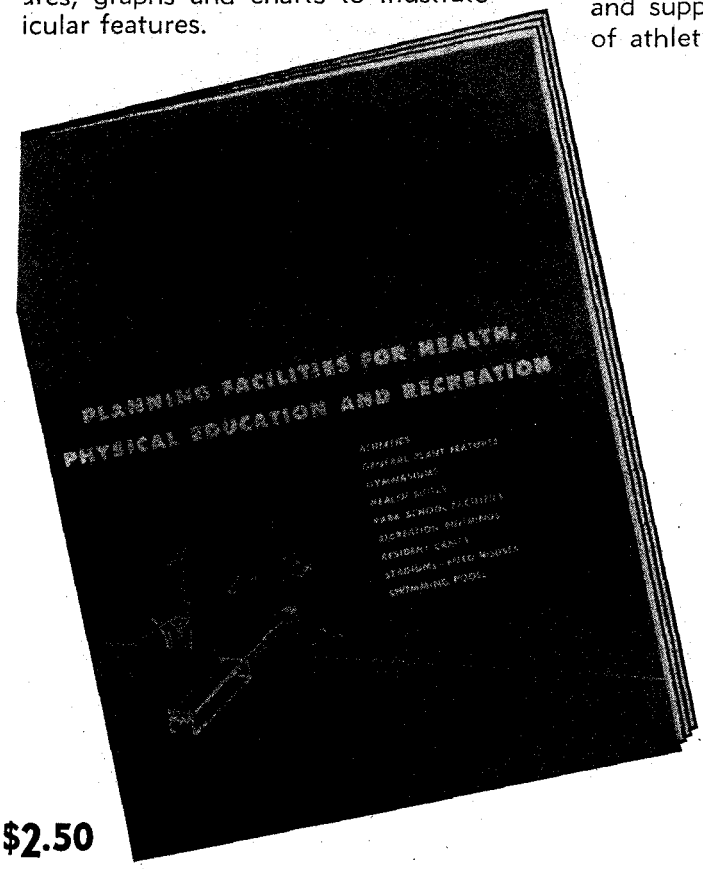
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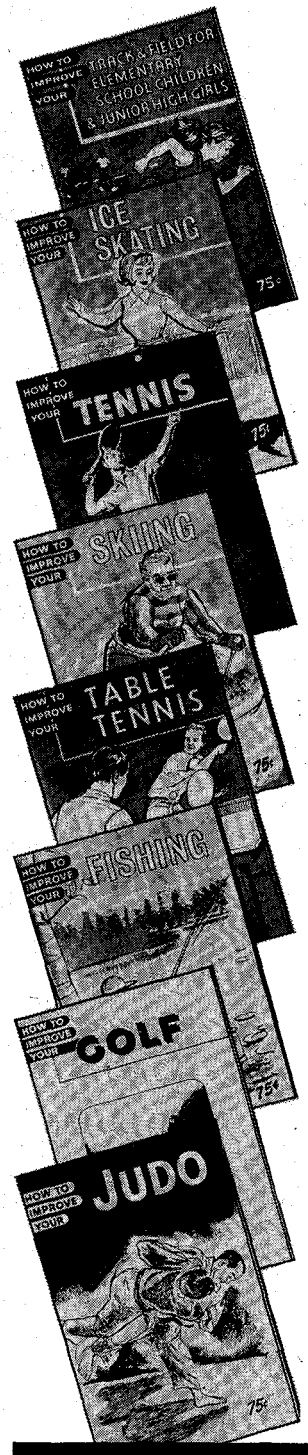
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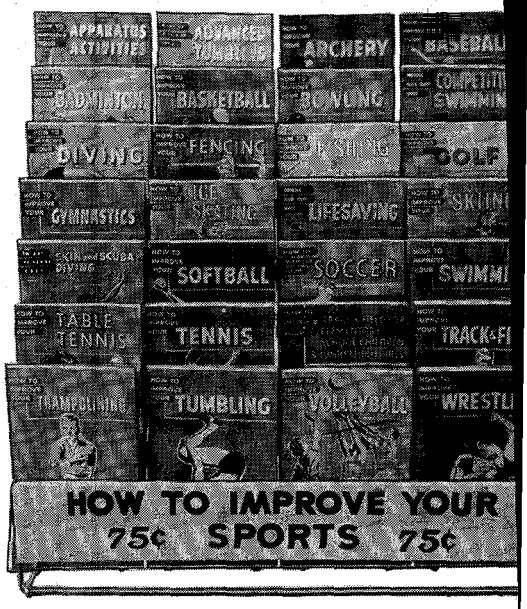
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SEPTEMBER 1964
Volume 7, Number 7



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signs of the times...

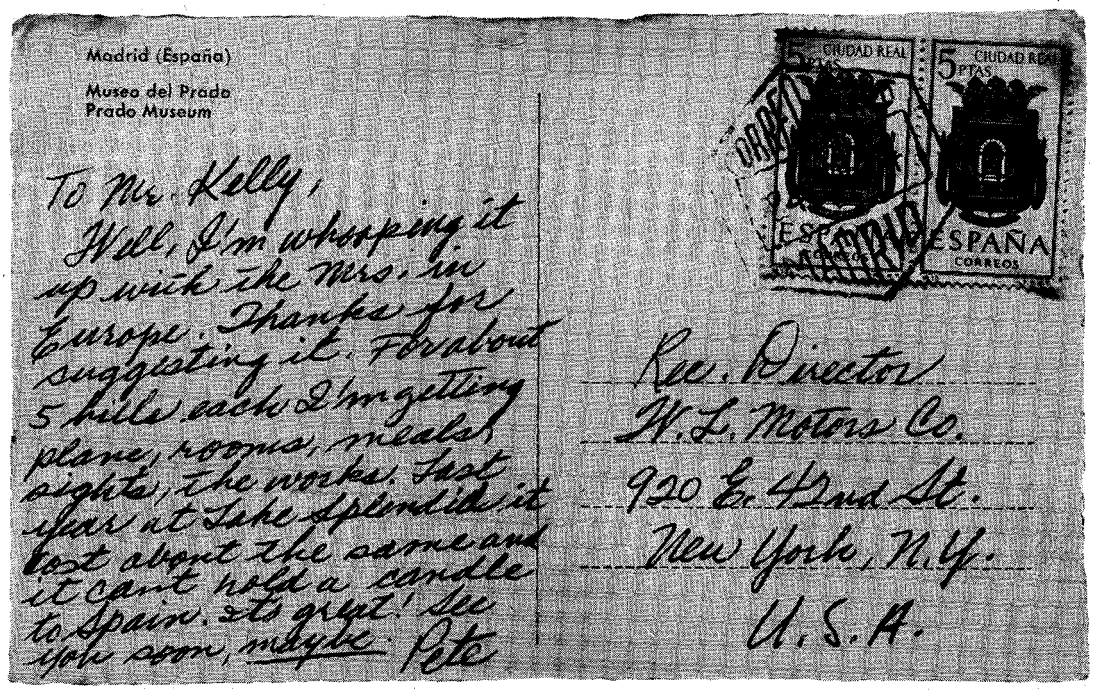
COUNCIL ON FITNESS REPORTS GAINS. In a report to the President t July, the Council on Physical Fitness noted the following recent gains: a 51 per cent increase in the overall number of children taking part in school physical activity programs; a doubling of physical activity programs in church-related schools, and a 20 p cent increase in the proportion of children meeting recognized fitness standards. Though the most dramatic gains were logged in schools, the Council noted that there had been an increase in employee fitness programs, citing two highly successful projects carried on for employees of the Federal Aviation Agency and the Department of Health, Education, and Welfare.

HIGH SCHOOL SPORTS PARTICIPATION. According to the National Federation of State High School Athletic Associations, more than 2,891,039 high school age athletes participated in inter-school competition during 1964. More than 94,000 schools were polled. Football claimed most of the participants with 772,802, with basketball placing a close second with 639,755. Included in the survey were such offbeat sports as archery, fencing, Lacrosse, rugby, water polo. Field hockey was reported in inter-school competition for the first time, with 40 participants in two schools competing.

LEISURE: A POLITICAL DANGER. The view that increasing leisure ti is a blessing for the workers of America is not universally share by all who study major world social trends. Dr. James C. Charles worth believes that the increase in leisure time for Americans wi inevitably only increase the number of professional spectators, hundreds upon hundreds of thousands of people who sit and watch a few professional athletes perform. Charlesworth, who is presiden of the American Academy of Political Science believes that this result of more leisure time is a threat to democracy for, as he p it, "If people are trained to sit and watch professionals in spor and other leisure activities, they will also sit and watch some busybodies take their government away." Charlesworth claims that mass-sport spectacles in Central Europe are related to recurring dictatorships there.

ROOFTOPS FOR KIDS? Hiram Bingham, Jr., son of an ex-senator from Connecticut, believes that rooftops in big cities—where other kinds of flat space for playing are scarce—should be better utilized to keep kids off the streets. Bingham, who spent part of his career in the U.S. diplomatic service, is an amateur inventor and one of his "inventions" would be ideal for utilizing wasted roof space, he believes. It consists of a small cage, completely enclosed, in which a number of sports activities can be held.

CALORIES COUNT. If you're a typical desk man, chances are you ove eat, according to a hard-hitting statement by top nutrition specialists. Because of sedentary living, the average executive shou cut his intake by 200-300 calories daily—even if he's in good shape. "Ideal weight," according to the National Nutrition Board, is generally the weight you attained at age 25—a level most men fail to maintain because they continue to eat as much, while slowing down physically and thus using up less fuel.



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d your people to Europe on a bargain-ed Swiss-Care Holiday. It's a 2- or 3-k vacation with every problem solved. tour conductor knows Europe as only ropean can. Reservations have already made in 1st class or de luxe hotels. llent food, sightseeing, transportation, reclining chairs on Swissair DC-8 Jet-s, have all been arranged in advance. the tips have been given out already. hat a Swissair traveler does is relax enjoy Europe on a Swiss-Care Holiday. problems. Everything is done right. e today for your supply of day-by-day raries which you can distribute to in-sted people.

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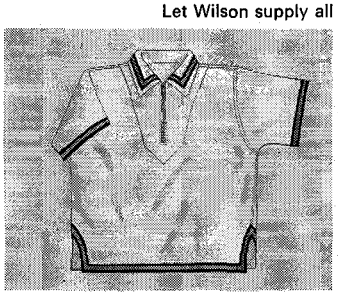
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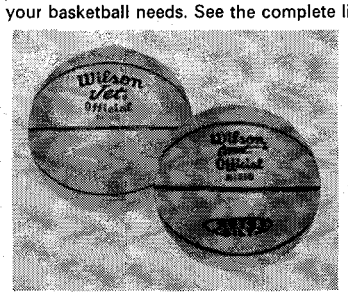
PLAY TO WIN WITH

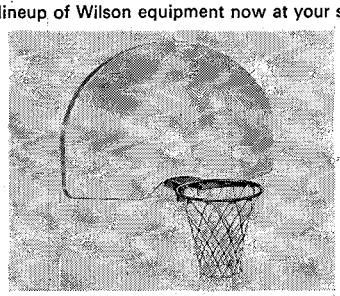
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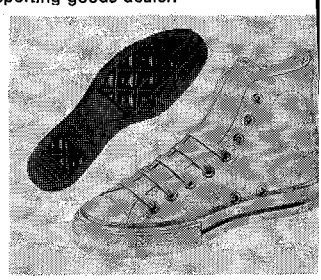
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STATEMENTS OF THEIR CONVICTIONS ABOUT THE VALUE OF RECREATION FOR THE AMERICAN WORKER BY THE NATION'S CIVIC AND BUSINESS LEADERS



Robert S. Oelman, right, chairman of the National Cash Register Company, watches a golf exhibition at the NCR Country Club in Dayton, Ohio. Built for employees' use, the country club offers two 18-hole golf courses, a driving range, putting areas and family food facilities in the clubhouse.

by Robert S. Oelman
Chairman of the Board
National Cash Register Co.

Help in Attracting utstanding People . . .



mployees Country Club at Dayton offers two 18-hole golf courses, ing range, putting areas, and family food facilities in the club- shown here in aerial view.

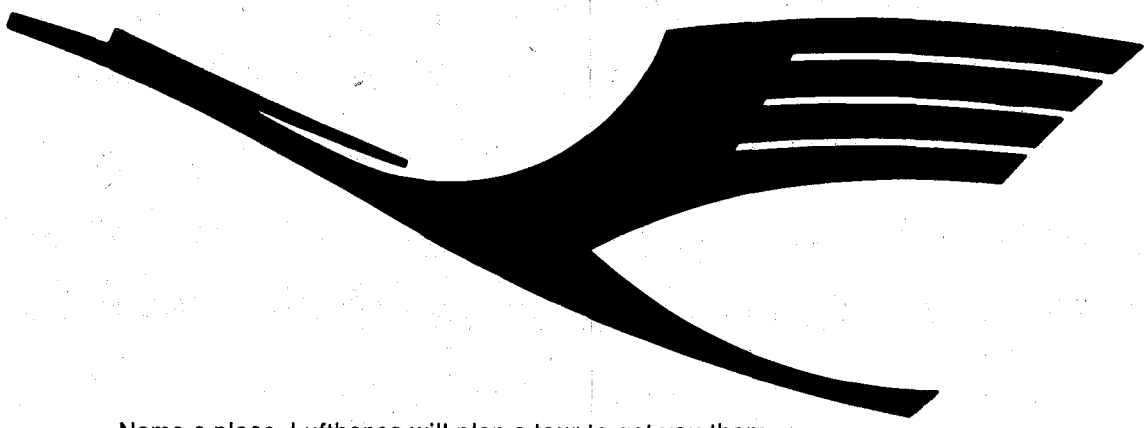
Traditionally, our employee relations program has included broad recreational facilities which will appeal not only to NCR employees but to their families as well.

These include the NCR Country Club, now in its 10th year of operation, and also a 167-acre employee recreational park, Old River, which has been in operation for 25 years. The latter facility features a large swimming pool, picnic sites, children's playground areas and provisions for many different sports, including baseball, tennis, badminton, archery and others.

The products of NCR are highly complex, both in design and manufacture, and the attitude of the people who engineer these products and who manufacture them determines to a large extent the success of the Company in the highly competitive business equipment industry. For this reason we have always placed great emphasis on attracting outstanding people to the Company and inducing them to stay with NCR. Our recreational program has proved to be an exceptionally good investment in achieving these objectives.

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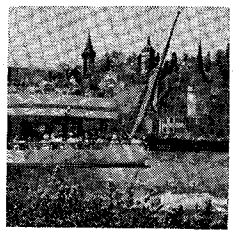
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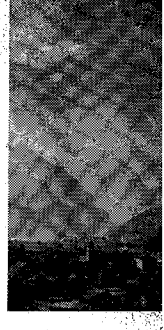
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Our group is interested in _____

da P. Kahn

HERE  TO GO  IN EUROPE IN 1965



R/M's guide to outstanding tourist attractions in Europe and the Middle East for planners of Employee Group Tours

nce you've settled upon a group tour to Europe for 1965, the next important step is to zero in on a c itinerary which will come closest to suiting the tastes the participants. A broad range of itineraries is pos- and whatever their tastes, a memorable experience s them.

ch of the attraction which Europe holds for Americans magnificent mingling of past with present, tradition innovation. There are the large European cities with theatres and museums; the small villages and majestic tains; the picturesque harbors, and the ever-present ic landmarks.

ere's much more to Europe than could possibly be led here, of course; but recreation directors planning oyee tours for 1965 will want to give consideration to st some of the highlights described here when choosing country, or countries, of their itinerary.

Whether your group is going for two, three, or more s, selections of ingredients for a successful group tour urope are catalogued below:

ngland: With no language barrier, Americans can take advantage of the charm of the English countryside and varied delights of cosmopolitan London. You will dis- r countless ancient customs and ceremonies in Britain, eantry and tradition such as the changing of the guard Buckingham Palace, which have been carefully preserved. Royal Palaces, Westminster Abbey, Big Ben, Tower of don, Houses of Parliament are but a few of London's inations. Outside London, Windsor Castle, Stratford- n-Avon, and Canterbury are popular tourist spots.

cotland: Within an area approximately the size of West ginia, you'll find lochs, glens, moors, mountains, heaths, s, and on the island of Arran, even palm trees. Edin- gh's "Royal Mile" encompasses much of Scotland's his- , including the High Kirk, John Knox's house, the ongate Tolbooth, and Queen Mary's Bath. The Inter- ional Music and Drama Festival is world famous.

Ireland: Shannon is Ireland's international airport, the point of debarkation for passengers about to tour the Emerald Isle, and a frequent stop on Europe-bound itineraries. The airport has probably the largest duty-free shops in all of Europe. Bunratty Castle, a 15th century relic equipped with ancient armour and works of art is the closest tourist attraction. Dublin, with the world's largest Stout brewery, widest main street, oldest Chamber of Commerce and highest granite obelisk, is a must. See Cork City, with the Bells of Shandon, St. Finbarr's Cathedral, and Blackrock Castle. Nearby is Blarney Castle, with the famous Blarney stone. Ireland's west coast and the islands nearby offer spectacular terrain.

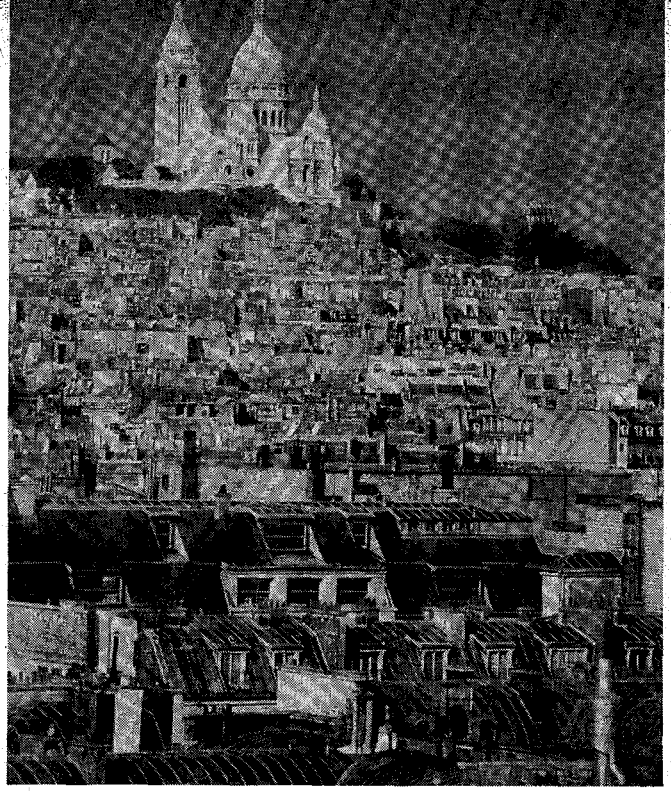
Northern Ireland: Belfast, the capital, is served by an international airport. From here, the 200 mile "Antrim loop" is a popular tour, passing Giant's Causeway, Ballymena, Ballycastle, Cushendall and Larne.

France: From the first glimpse of the Eiffel Tower by air, visitors are charmed by Paris, with attractions like the Arc de Triomphe, Notre Dame Cathedral, the Louvre, and Versailles, as well as the more modern headquarters of UNESCO, the national Maison de la Radio, and the Palais de la Defense. A walk down the Champs Elysee is a must, boat excursions on the Seine are popular. There's more to France than Paris, however. Nice, for example, largest city on the Riviera; or Lourdes, site of the vision of Bernadette; Bordeau, in the world famous vineyard region, and Chartres, with its cathedral.

Switzerland: Zurich is the crossroads of the Swiss railroad and highway network, and the famous lakes and Alps of Switzerland are within easy reach of it. Basle, second largest Swiss city offers sights dating from the Middle Ages. Berne has been described as being a "page from Grimm's Fairy Tales," with its puppet show, clock tower, and bear pits. Geneva, a world political center, offers the European headquarters of the U. N. Lucerne and St. Moritz attract scores of thousands yearly.



Employee group travel is the result of America's urge to "get up and go"— to places like the Bay of Naples (left).



Sacre Coeur looms above Montmartre in scene viewed by thousands of American employees on tours to Paris, one of world travel's favorite cities.

Holland: The twisting streets and baroque buildings of Amsterdam are more striking because of the blend of wide streets and modern buildings nearby. Numerous canals slice their way through the city. Attractions include the State Museum, Royal Palace, and Rijksmuseum. The country's cheese and tulip markets are centered at Alkmeer and Volendam, and on the road are numerous traditional windmills. The Peace Palace, in the Hague, is world famous.

Belgium: Brussels is the country's center of government, industry, business and culture. See the cathedrals, the King's Palace, and the Courts of Justice. The Palais des Beaux Arts contains a huge concert hall, several small theatres, and an exhibition hall. Flemish art is nearby in the Musee de l'Art Ancien. Ghent and Bruges are both just an hour away from Brussels. New magnets for tourists are the sound and light spectacles from May through September in the courtyards of medieval castles of Bouillon and other locations. Leige has a spectacular show called "Forms and Light," in which the Palais des Congres serves as a huge screen for luminous images reflected off the River Meuse.

Germany: No visa is required for flying into West Berlin, a city rebuilt completely after the war. If large cosmopolitan cities are favored, visit Hamburg, Dusseldorf, Cologne, or Munich—each of which has its own character, and local attractions. The Harz mountains offer an opportunity to visit medieval towns away from the beaten paths of most tours. Hameln, famous for the Pied Piper, and Bodenwerden, home of storyteller Baron Munchhausen are within an hour of Hanover. The Rhineland has a unique enchantment, and includes Cologne and the capital, Bonn. A trip by Rhine steamer from Coblenz to Bingen, passing the legendary rock of the Lorelei, is unforgettable. Bavaria offers a climb up the Zugspitze by electric railway, the home of the Passion Play of Oberammergau, the cloister of Ettal, and the royal castle of Linderhof. Finally see Heidelberg, gay city of the *Student Prince*.

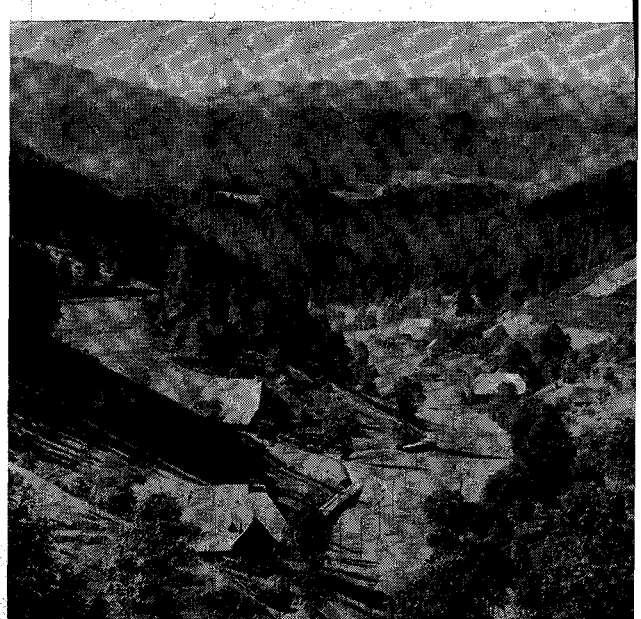
Scandinavia: The festivals of Scandinavia are a major world travel attraction, including the Stockholm (Sw Festival, Denmark's Ballet Week and *Hamlet* Festi Elsinore Castle, also in Denmark. Norway has its Festival and Finland its Sibelius Week. In Stockho Drottningholm Palace, the Court Theatre, and the malmstorg market. Copenhagen is the largest Scandi city. The Tivoli amusement park is a must, as is the borg palace, and the Glyptothek art galleries. A 35 m hydrofoil boat ride is featured from Copenhagen to M Sweden.

Norway: Norway is known for its midnight sun, r less scenery, and its fjords. There are numerous sk mountain resorts. See Oslo, the capital, and the fair city of Finmark. Hammerfest is the closest city to the Pole. The Bergen International Festival features r drama, and folklore in May and June.

Italy: Rome abounds in outstanding landmarks incl the fountains, Roman Forum, Palatine Hill, Colosseum major basilicas and churches, Vatican City and Mu Sistine Chapel, St. Peter's, the Catacombs, Borghese Ga and the Via Veneto. Near contrasting modern dwel the ancient Roman culture comes alive. Tivoli, wit medieval estate of Villa D'Este and Hadrian's villa further evidence of the grandeur of Roman days. Flo is noted for the wealth of its art treasures, inclu Michelangelo's "David," the Ponte Vecchio, Pitti Pa Giotto's Tower and the Medici Chapel. Siena and Gimignano are resplendent with midieval architecture art treasures. There are many monuments, museums, c and cathedrals in Naples, and nearby Pompeii, the excav



In every one of the last three years group travel to Europe has r than doubled. Magnificent scenery of Europe's landscape plus com Western heritage account at least in part for the area's attraction.



city was preserved for centuries under the ashes of
is. See Sorrento on the Bay of Naples and go to the
Capri to visit the "Blue Grotto." Venice is built
dreds of small islands connected by bridges, and
s St. Marks Square, Doge's Palace, and the Bridge
is. Ride a gondola on the Grand Canal to the Rialto
and Church of the Friars where Titian's paintings
Tour the lake district of Italy, starting in Milan.

ece: In Athens, see the National Archaeological Mu-
with its priceless ancient treasures and the Benaki Mu-
with its modern display. See the ruins of the Acropolis,
rthenon, Hadrian's Arch of Triumph, the Temple of
nd the Theatre of Dionysius. The changing of the guard
Tomb of the Unknown Soldier is colorful. The
n Gardens are renowned for their art shows.

in: Spain offers much that is different from other
ies of Europe, particularly due to the Moorish in-
e in culture and architecture. See Madrid's Puerta del
he Royal Palace, Monumental Bull Ring, and the El
museum filled with treasures of El Greco, Velazquez,
da Vinci, Van Dyck and others. Visit Toledo, known
e Alcazar and cathedral. El Escorial is the site both of
le-monastery, filled with paintings, books and royal an-
ies, as well as of the "Valley of the Fallen," General-
Franco's monument to casualties on both sides of Spain's
war. Avila is a fairy tale city, with 86 towers and a
eval wall. Segovia is filled with moats, castles, a Roman
luct. Nearby La Granja, the Spanish Versailles, is famous
ts fountains and gardens. Barcelona's museums offer
ating remnants of Spanish history and culture, predating
Moorish invasion. See the Monastery of Montserrat, 30
away. Visit Granada, with its Arab towers and olive
es, and Seville, capital of Andalusia. Mallorca, in the
aric Islands, has mountains, plains, and magnificent
nes.

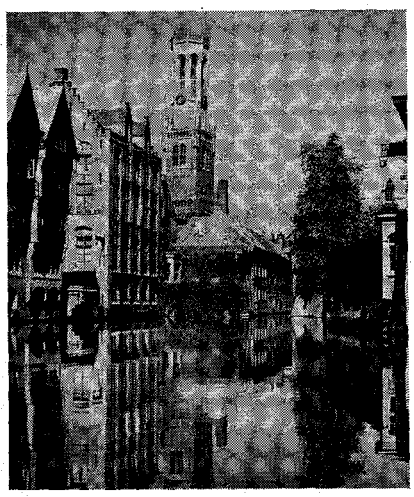
ortugal: In Lisbon see the Coach Museum, the Old
rish Castle, and the Columbus exhibition in the Popular
eum. Visit Sinatra, Estoril, and Nazare, a colorful
ng village. Fatima, where a vision is attributed to the
in Mary, is atop the Serra d'Aire mountains. The
ches of Batalha and Alcobaca incorporate some of the
t Gothic architectural characteristics of the Iberian
nsula.

rael: Tel Aviv is three and a half hour flight from Rome.
where there was only sand 60 years ago it is a modern
in sharp contrast to the historical and biblical attractions
srael. See the Habimah theatre, Frederick Mann Audi-
m, and the new civic administration building. The
ent Arab city of Jaffa is the site of a major port. Also
Tel Aviv is Caesaria, where the ruins of an entire
an city have been unearthed. Jerusalem is "holy city" for
y religions. See the Dead Sea Scrolls at Hebrew Uni-
ty, the cemetery for veterans of the Israeli War of
pendence, and the Tomb of King David. Visit the Mea
rim quarter and the Mandelbaum gate, which divides
an and Israel. In Nazareth there's the Church of St.
oh, the rooms where Joseph and Christ lived, and a
al Oriental outdoor market. The new Annunciation
rch will be the largest Catholic church outside Rome
n completed. Other highlights of a tour to Israel include
rias, on the Sea of Galilee, now a thriving winter resort;
d, a mountainous region where many artists come; Haifa,
el's principal port, and Eilat, Israel's port on the Red
which though it is only 12 years old is fast becoming
ajor resort area.

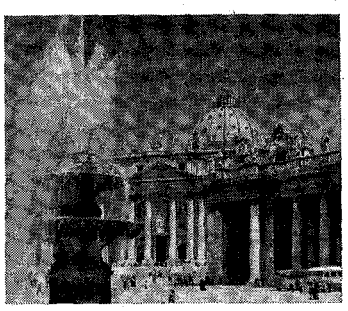


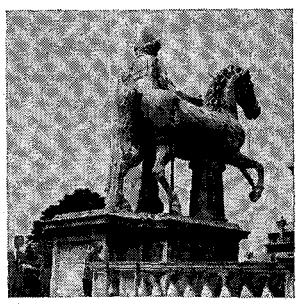


Employee tour of Europe might include a music festival in Scandinavia, a walk through a gingerbread Swiss town, and a boat ride down a Belgian canal.

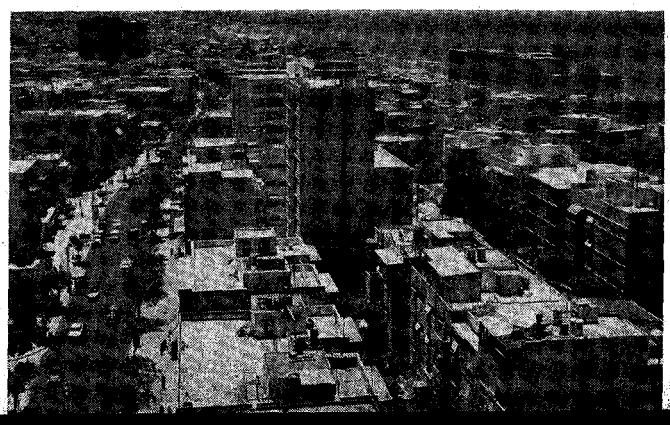


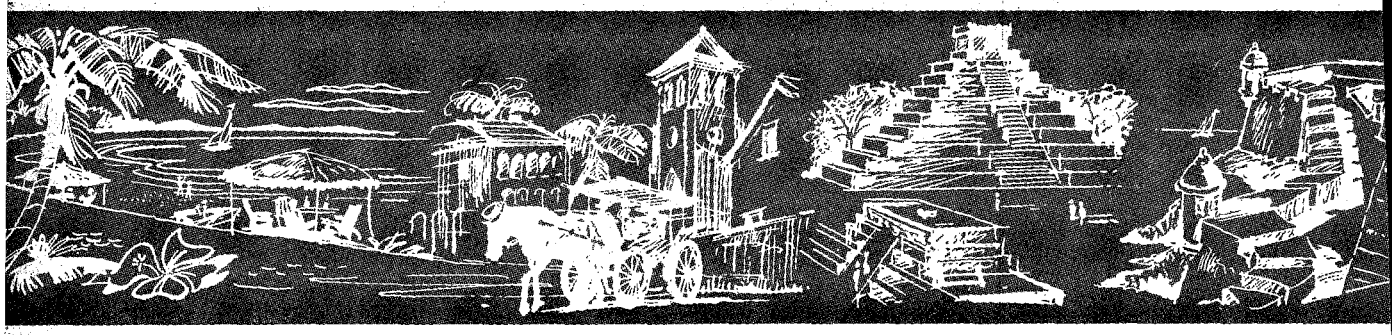
Sights of Rome include Vatican City (below left) and massive statuary near the city hall.





Tours to the Middle East are increasing in popularity where sights of biblical times are contrasted with cities like modern Tel Aviv (below).





Favorite Foreign and Domestic Employee Group Tours for 196

As a help to those who must prepare agendas for the fall planning sessions of the company travel club, and eventually work out the details for 1965 industrial group tours, R/M here presents in broad outline form sample itineraries as guidelines for the corporate "tour organizer."

In each of the areas profiled there is endless variety, of course, in the "specifics" you can build into your tour—including points to be visited, type of accommodations and meals, as well as mode of transportation. Space limits us from treating our subject with greater detail.

Hopefully, however, some of the *areas* profiled in this special R/M feature will coincide with the interests of your group. If so, R/M can help you get the best all-round *specific* information available on these tours, including points of interest, accommodations, price and so forth.

Just indicate on the coupon at the end of this special feature which tour(s) most intrigues your group, clip it out and send it to RECREATION MANAGEMENT. We will rush to you, the information you request.

EUROPE

E1. IRELAND-ENGLAND-SCOTLAND

Tours center on Dublin, London, Edinburgh, and can include all the historic sights of the British Isles. Schedule a trip to the Shakespeare country. Plan a trip around a group hunting or golfing expedition to Ireland.

E2. FRANCE-HOLLAND-BELGIUM

Center your tour on Paris, Nice, Lourdes, Amsterdam, Brussels. See the Chateaux country, Normandy, Brittany, the Pyrenees. End with a Rhine River trip through rural Holland.

E3. GERMANY-SWITZERLAND-AUSTRIA

See Berlin, Frankfurt, Munich, Zurich, Lucerne, Geneva, Interlaken, Innsbruck, Salzburg, and Vienna. Include a Rhine River excursion. Visit the great medieval cities of Central Europe.

E4. SPAIN-PORTUGAL

Tour Lisbon, Madrid, Barcelona, Palma. Include a motor coach tour of rural Portugal. Other "Andalusian highlights" include jaunts through Granada, Cordova, and Seville.

E5. ITALY-GREECE

Start from Rome. See Milan, Florence, Venice, N Genoa, Palermo, and Capri. Visit Athens and vie "glory that was Greece."

E6. NORWAY-SWEDEN-DENMARK

Visit Copenhagen, friendliest city in Europe. Se major cities of Scandinavia, including Stockholm, Elsinore, Gothenburg, and Bergen.

E7. JET TO MIDDLE EAST

Concentrate on the great cities of the Middle Eas cluding Cairo, Beirut, Jerusalem, Tel Aviv, Haifa, bul.

E8. CRUISE TO MIDDLE EAST

Fly to Munich. Embark on cruise from Venice thr Adriatic and Agean Seas, with stops in Pireaus, H Rhodes, and Cyprus. Schedule inland excursion Jerusalem and Galilee. Include pre- and post-tour in Munich.

OTHER FOREIGN

F1. MEXICO

Arrive in Mexico City. Visit world famous sugar pla tions, sulphur springs, resorts, Mexico City proper. T trips to Pyramids of the Moon and Sun, and Shrine Guadalupe. See a bullfight. Visit Acapulco.

F2. THE PACIFIC

Jet to Tahiti. Perhaps see Bora Bora and New Zeala Combine with trip to Hawaii. See the world's newest fastest growing vacation area.

F3. THE ORIENT

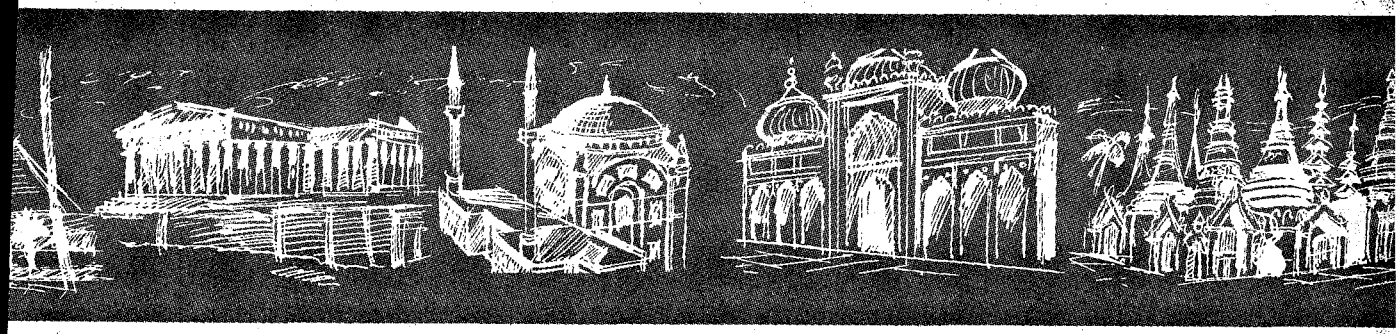
Stop over in Honolulu. Visit great cities of Japan, incl ing Tokyo, Nikko, Yokahama, Kyoto, Osaka. Also Hong Kong, Macau, Taipei, Tulien. Make additional st at Bangkok, Kual-Lumpur, and Singapore.

F4. EASTERN CANADA

See Quebec City and the Chateau Frontenac. Stop spectacular Gaspe Peninsula and Bonaventure Islan Return through Montreal.

F5. SOUTH AMERICA

Fly to Rio de Janeiro. See booming Sao Paolo, Mon video, Buenos Aires, Santiago, and Lima. Visit the In



s. Visit ultra-modern Brasilia, see Chilean Lakes, ering Iguacu Falls.

CARRIBEAN CRUISES

rt from New York. Cruise to the Carribean aboard ury liner. Ports of call include St. Thomas, Fort de nce, Curacao, Nassau. Experience the magic of the lies.

OMESTIC

ALASKA AND THE ARCTIC CIRCLE

from Seattle. Visit Anchorage, Fairbanks, Juneau and her frontier cities. See Mt. McKinley and magnificent rests and glaciers. Take a sternwheeler riverboat cruise d ride the narrow gauge railway into the old mining untry.

JET TOUR TO HAWAII

ginning in home city, jet to Hawaii. Enjoy a traditional oha flower welcome in Honolulu. Swim at Waikiki. y a luau dinner. Visit Pearl Harbor and the scenic de- hts of tropical Oahu. See the exquisite Outer Islands. ruise by river launch and glass bottom boat.

CRUISE TOUR TO HAWAII

arting at Los Angeles or San Francisco, cruise to awaii aboard an elegant luxury liner across the blue acific. Let your group experience the highlights of "D2" ur above, then fly them back to the mainland.

NEW YORK WORLD'S FAIR

the second year of the Fair, go by air to New York, nd see the hundreds of industrial, state, and foreign xhibits of the greatest-of-all world exhibitions. While New York, sightsee in Manhattan, plan a night on roadway. Conclude with a stop at your New York plant r office.

MIAMI BEACH

et to Miami Beach, "Land of Sunshine." Stay in one of nany fine ocean-front hotels and motels. Schedule everal side tours, such as the Everglades, the Sea- quarium. Perhaps a local cruise.

MIAMI AND CARRIBEAN

Combine a week in Miami with cruise aboard a luxury iner through clear Carribean waters to Nassau, St. Thomas, and other ports of call.

NEW ENGLAND

Take a motorcoach tour of New England, 1,200 miles of scenic land, including Berkshire Hills, Green Mountains of Vermont, White Mountains of New Hampshire, Port- and, and New England's rockbound coast. See Boston, exington, Concord, Cape Cod.

D8. WASHINGTON-WILLIAMSBURG

Visit the Capitol, Supreme Court, Library of Congress, Lincoln Memorial, Arlington Cemetary, Georgetown, as well as Williamsburg. Schedule side tours, perhaps a "Civil War special."

D9. CALIFORNIA

Great for Midwest and Eastern firms. Visit San Francisco, city of the Golden Gate. Take the Coast Mission tour. End with an adventure in Los Angeles.

D10. LAS VEGAS

Still the "Monte Carlo" of America, Las Vegas is first rate group visiting spot. See the famous gaming houses, neon-shrouded nite spots. Include jaunts to Lake Mead, Grand Canyon, Bryce Canyon, Zion National Park, and Death Valley.

D11. ARIZONA

Start from either Phoenix or Tucson, end in the other. Visit South Mountain Park, Salt River development, Mesa and Pueblo ruins, Oak Creek Canyon, Apache Trail and Roosevelt Dam.

D12. AMERICAN/CANADIAN ROCKIES

Start from Billings, Mont., and ride by streamline train and motor coach through the breathtaking Rockies. See Glacier Park, Yellowstone, Waterton Lakes Park, Two Medicine Lake, and much of scenic Montana.

CLIP OUT

Recreation Management
20 N. Wacker Drive, Chicago, Ill. 60606

Sirs: Please send specific information on the group tours I have indicated by key numbers below. I realize that this is a request for information only.

DOMESTIC		EUROPEAN		OTHER FOREIGN	
#D 1___	#D 2___	#E1___	#E2___	#F1___	#F2___
#D 3___	#D 4___	#E3___	#E4___	#F3___	#F4___
#D 5___	#D 6___	#E5___	#E6___	#F5___	#F6___
#D 7___	#D 8___	#E7___	#E8___		
#D 9___	#D10___				
#D11___	#D12___				

Name_____ Position_____

Firm_____

Address_____

City_____ State_____ ZIP CODE_____

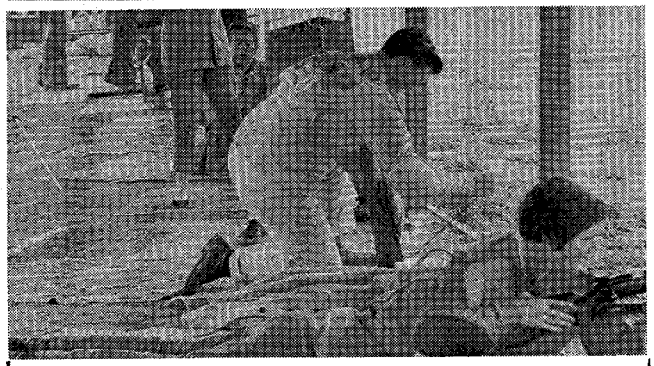
CLIP OUT

SHOOTING IS FUN...

For Everyone!







Make Shooting Sports A part of *Your Program!*

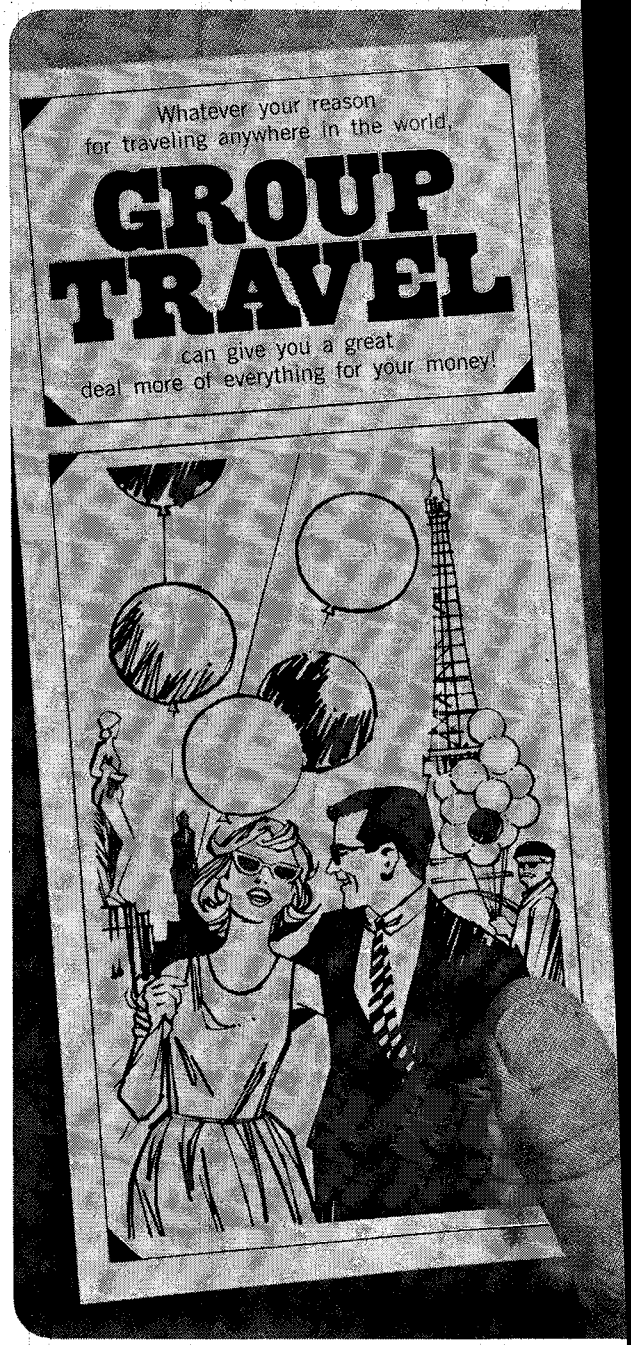
All of your employees, regardless of sex or age, can participate in shooting sports.

It's easy to sponsor an industrial shooting program. The National Rifle Association has complete information on organizing, setting up matches, planning a range, teaching and certifying instructors. In short, NRA affiliation provides everything you need for a successful activity.

Shooting fun is further heightened by NRA Qualification Awards for varied rifle and pistol scores and through friendly, competitive matches and leagues.

Since it is so easy and so rewarding to make shooting a part of your program, why not send for complete information—Today! A note or card to the address below will bring you details.

Dept. R-2 Club Section
NATIONAL RIFLE ASSOCIATION
1600 Rhode Island Avenue, Washington 6, D. C.



New information for industrial group travel clubs

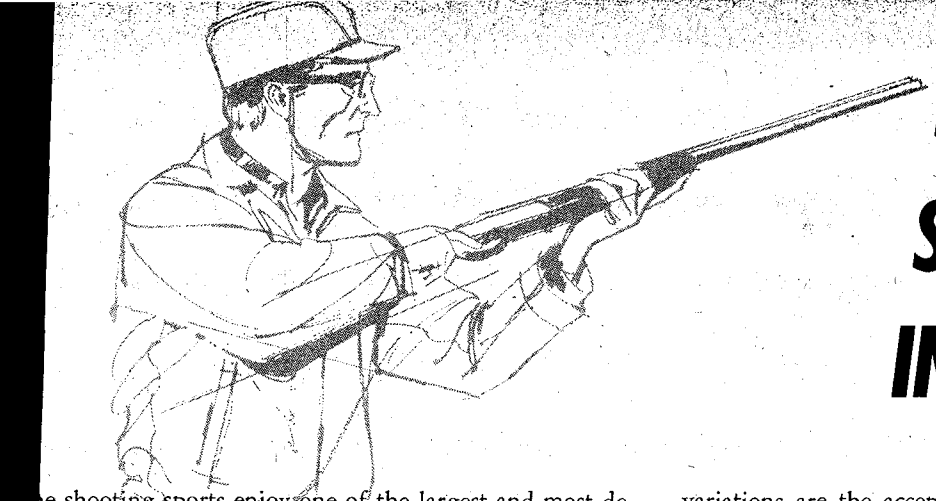
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SHOOTING SPORTS IN INDUSTRY

he shooting sports enjoy one of the largest and most de-voted followings of any U.S. sport and they are as much tablished part of the American scene as apple pie or the d Series. Yet in a country where there are more than 20 n active shooters, the right of the people "to bear arms" eatedly challenged.

creation conscious and public spirited industrial and ess firms these days are re-examining the role they should as sponsors of organized employee shooting programs. survey conducted by AAHPER recently turned up support shooting programs in a surprising area—the nation's ls. At least 28,000 high schools and 2,000 colleges are sted enough to explore the possibility of beginning pro-s, and hundreds, according to the report, have already ht out professional advice on how to begin.

housands of youths are now receiving professional instruc-in shooting from non-scholastic sources, including scout-roups, local shooting clubs, and other organizations.

th such numbers of amateur shooters spread over the n, and more on the way up all the time, it would seem cal that in any firm with more than a couple of hundred loyees, there would be enough shooters on the employee to make a shooting club worthwhile.

Many educators and recreation directors take the point of that in addition to being "fun," programs which teach a er knowledge and usage of firearms also teach the partici-s something about the responsibilities they have as free ens. Perhaps no other sport teaches this lesson so well. ut first of all and most important, shooting *is* a sport. nting, range shooting, trap and skeet, and all the other variations are the accepted recreation pursuit of millions of American men and women.

Many NIRA member firms already sponsor shooting programs. Included among them are Lockheed Aircraft, Aerojet General, Boeing, General Motors, 3M, North American, McDonnell, Ford, Dow, Grumman, and Delco Remy.

A surprising number of NIRA firms even sponsor programs for the instruction of employees' children. Former NIRA President Ed Mitchell, U.S. Steel, Gary, Ind., runs a summer camp for children with 500-600 boys and girls annually spending two weeks there. An important part of their formal instruction has to do with the proper handling of firearms on the camp's small bore range.

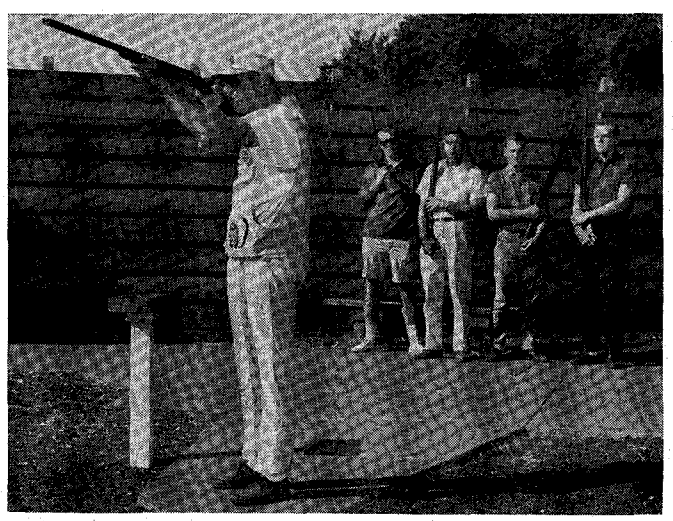
Permission of the children's parents is sought first, but all participants, boys and girls alike, are encouraged to shoot. A shooting instructor certified by the National Rifle Association is on hand at all times when shooting is in progress. Shooting sports programs for youth, with the emphasis on safety, are growing in popularity.

It is precisely because good instruction in shooting is important—in addition to the undisputed popularity the sport enjoys—that more and more firms are setting their sights on shooting. Those who formerly worried about the safety aspects of shooting activities are impressed to find that organized shooting sports are statistically among the safest of all recreational pursuits. At the same time the self-taught shooter, especially while learning, is a hazard to himself and to others.

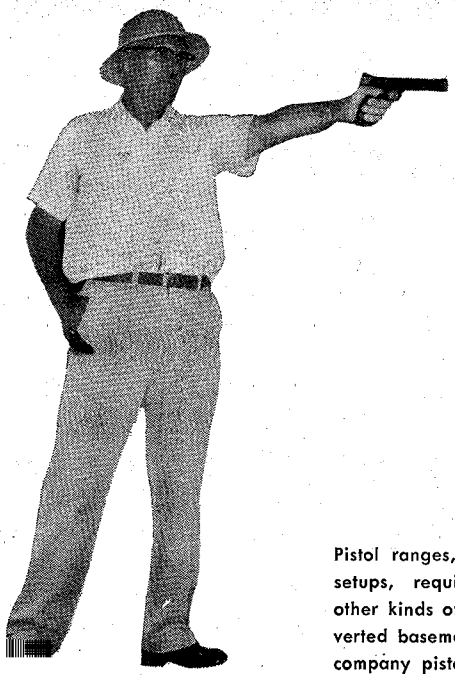
Once a firm has decided to add shooting to the program, how do they go about getting organized? What, mechanically speaking, constitutes a program's needs?



ne NIRA member firms already sponsor shooting activities for em-yees' children. Those worried about safety factors are surprised to



find that organized, supervised shooting programs are statistically among the safest recreational pursuits.



Pistol ranges, like small bore rifle setups, require less space than other kinds of ranges. Many a converted basement area now serves a company pistol club.



Few hunters are lucky enough to have the problems of Jerri Tricor wife—a moose trophy too big to get into their home.

Guns and ammunition, of course, are a requisite, but generally these are the shooters own responsibility. Of prime importance is obtaining a proper place to shoot.

Outdoors you may be surprised to find that you have numerous natural shooting spots near at hand. A 30 foot hill in an undeveloped area with a backstop scooped out at the base is ideal. Barring that, numerous artificial backstops can be constructed. Indoor ranges can be improvised. Many an abandoned basement area has been made over into an excellent small bore rifle or pistol range.

The costs of a shooting program vary widely, depending on the type of program desired but many are within the reach of most recreation groups. A basic range for shooting clay targets can be outfitted for as little as $100. Regulation trap and skeet ranges cost several hundreds more, and these costs are exclusive of land costs, clubhouse, picnic areas and other facilities.

Hunting programs are perhaps the least expensive of all. A number of firms sponsor programs with prizes for best specimen of game bagged. Exclusive of trophy and miscellan costs, expenses are practically non-existant.

Like most other recreation programs that are begun pro and have sufficient initial support among the employees shooting program is self-maintaining.

It is recommended that shooting programs be instruc oriented. "Courses" should revolve around a knowledg guns and ammunition; proper handling; shooting and r procedures, hunters' responsibilities, and so forth. More cialized instruction can be offered later, including such ranging topics as muzzle loading, pistol shooting, hand l ing, training of hunting dogs, history of guns, and a variet other subjects.

Beyond the purely "class room" phase of instruction, be ners should receive courses in basic marksmanship. As they come more skilled they should have the opportunity to fi qualification course. Later on they can participate in a var of regularly scheduled events, including turkey shoots, dustrial tournaments, and other events.

Drumming up interest in the program is accomplis through the same channels utilized in sending out inter finders for other recreation programs. All the available inpl publicity media should be utilized to call the shooters toget



A basic range for shooting clay targets can be outfitted for $100 or less. Regulation trap and skeet ranges, of course, cost several hundreds more—exclusive of land, clubhouse, and other costs.



Hunting programs are perhaps the least expensive of all. Many fir sponsor programs with prizes for best specimen of game bagged. E penses, trophy costs excepted, are practically non-existant.

nizational meetings and for the election of officers. dition to the regular slate of shooting club officers, the nce of having an instructor for the club can't be over- Elected instructors should immediately apply to the l Rifle Association to learn how they can become NRA instructors.

National Rifle Association, in fact, can give an in- e assist to new shooting groups, including material range plans, instructor certification courses, club mem- cards and insignia, promotion folders and posters, and te information on programs and awards. Write NRA at Rhode Island Ave., N.W., Washington, D. C. Also The National Shooting Sports Foundation, Inc., P.O. 5, Hartford, Conn.

e your shooting program is firmly established, industrial ion directors may want to add the excitement of a na- competition to their program. NIRA/NRA sponsors an postal rifle and pistol competition in .22 calibre and ategories. Shooting is done on the employees' own time their convenience and scores are mailed to the National Association for judging. For additional information on ent, write NIRA at 20 N. Wacker Drive, Chicago, Illi- 0606.

nco Steel Corp., a NIRA member firm, sponsors a na- de trap shoot each year in September. For information w to participate, write Robert L. Bauer, Armco Steel Middletown, Ohio.

oting is a sport which can add an exciting dimension to irm's recreation program.





Experienced shooters should have the opportunity to participate in regularly scheduled competitive events. Programs for youngsters should be instruction-oriented, with the emphasis on safety.

IGHT FOR THE RIGHT O BEAR ARMS

hen John F. Kennedy was shot on a Dallas street by a er with a mail order gun last November, much of the r and hysteria which boiled over in the U.S. was vented n inanimate object—the firearm—and on the people to m it is a hobby, sport, or livelihood.

here were immediate and insistent cries for strong gun s. In less than a month after the assassination, more than zen bills had been introduced in Congress to impose con- s on the sale of firearms. Now, nearly a year later, not all he anti-gun hysteria is gone, but a more objective look at effects of restrictive firearms legislation is possible.

erhaps no group has been more militant in fighting for a ible approach to gun legislation than has the National e Association, the largest shooting sports organization in country. They have taken a positive stand in favor of any eral law that would effectively ban the sale of guns to the leraged, the mentally unstable, and to criminals.

he bill which most closely approximates these aims is the ld Bill, which the National Rifle Association supports. NRA believes that most legislation now pending—and much of what is already law—is ineffective in achieving that end. Moreover, most of it, they feel, penalizes the nation's sport shooters.

NRA has a vested interest in firearms, of course, but a large number of non-partisan Americans share their views. In the opinion of many, it is one of the ironies of the age that lenient judges mete out light prison terms to habitual criminals, while legislators design controls for inanimate objects.

Many members of Congress agree with NRA that present day firearms legislation is pointed in the direction of disarming the law abiding citizen while failing miserably in its avowed purpose of disarming the criminal. It is unrealistic to assume, they note, that any legislative measure—even total confiscation of firearms—could prevent the determined gangster from securing and using guns. New and enlightened crime legislation, on the other hand, could severely penalize the illegal use of guns and send the offenders off to prison.

One of the telling arguments against the licensing of individual shooters and the registration of firearms—as NRA told the nation in a CBS special report this summer—is that a key step in the total subjugation of European democracies during Nazi occupation was the confiscation of firearms by a systematic check of police gun license rolls. Yet so confident are most Americans in the continuing stability of their system of democracy as a guarantor of freedom that this is not an argument they readily accept. It is one of the major beliefs of those who carry on the American "fight for the right to bear arms," that the bulk of current firearms legislation is a serious infringement of that same freedom.

NIRA believes its stand incorporates the *spirit,* if not the letter, of the Second Amendment to the American Constitution.



Among the delights of the Texas Instruments recreation program is Texins Texoma, a 60-acre
Lake Texoma, 75 miles from the firm's Dallas plant. Most of peninsula pictured above is Texin

Burgeoning Texas Instruments Progra
Scores Impressive Participation Gains

There are about as many varieties of industrial recreation programs in the U. S. as there are companies to sponsor them, and recreation directors are not always sure they are hitting on the right combination. But if the impressive participation gains scored in recent months by the recreation staff of Texas Instruments is any indication, that firm has just scored a bulls-eye and created one of the finest employee activities programs in the Southwest in the process.

The most recent gains are largely attributed to the opening of a new activities facility within walking distance of the company's Dallas headquarters to supplement two other recreation areas in operation some distance away.

Opened for the first time last June, the new facility includes eight acres of tennis courts, softball fields, playgrounds, and picnic areas. The grounds also holds a brand new activities building, a 26,000 square foot structure which serves as headquarters for the Texins Association.

In addition to housing the firm's recreation offices, the new center is complete with gymnasium, steam and exercise rooms for men and women, snack bar, general activities rooms, and special rooms for various club activities.

Among the activities which will be pursued with vigor in the new building are archery, astronomy, billiards, bridge, ham radio, radio-controlled modeling, table tennis and basketball, and virtually all of TI's two score activities clubs will be headquartered there.

The facilities of the new center are open seven days a week to all members of the firm, as well as members of their families and special guests.

The two other supporting facilities of the Texins Ass
tion are a fifty acre rod and gun club 13 miles from Da
and a sixty acre recreation facility on Lake Texacoma
miles from Dallas. Texins members thus have a wide ch
in the kind of recreation they want, depending upon the
tance they are willing to travel to pursue it.

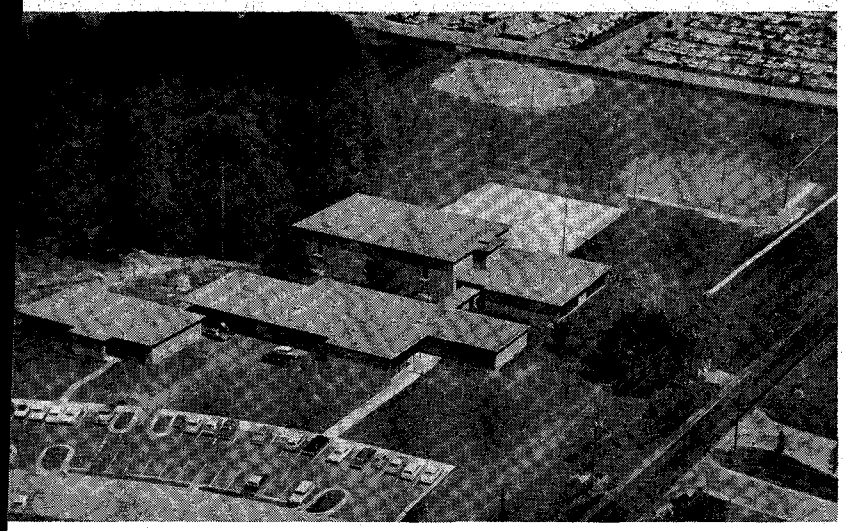
Facilities at the rod and gun club include a stocked
ing lake, a spring fed swimming lake, a 200 yard rifle ra
pistol and small bore rifle range, two skeet fields, a trap fi
a club house and picnic area.

The Texians shooting sports program is one of the fi
of any NIRA member firm's anywhere. It comes comp
with formal instruction on the correct use of firearms to
member of the Texins Association.

Several competitive, as well as social, events center on
shooting facility yearly. Like many other Texins activi
clubs, there's a fee for membership in the rod and gun cl
$10 a year for family memberships, plus a $15 "capital
vestment" fee for the first year only.

The third Texins facility available to TIers and th
families is Texins Texoma, a 60-acre site on Lake Texor
fifth largest man made lake in the nation. The Texins pr
erty there is on the tip of a peninsula, giving member fa
lies maximum opportunity to participate in water sports.

Facilities on the lake include a sandy beach, boat ramp a
docks, camping and picnicking sites, a pavilion, restroo
and plenty of children's play areas. Membership is open



The Texins association opened its new activities center in June, and almost immediately recorded a 50 per cent participation increase in recreation activities.



ng sports play an important part in the Association recreation program and the ny owns a fifty acre site dedicated to the Trap, skeet, small and large bore rifle, ll as pistol shooting are pursued on the ses. The facility also includes a well- d fishing lake.

exins families for a nominal $3 a year improvement fee. ll recreation programs at Texas Instruments' major loca- in Dallas—as well as in Houston and Attleboro, Mass. e administered by an incorporated recreation association. nbership in the Texins Association is free and automatic, gh there are fees for joining certain clubs and activities. ll cases dues are modest.

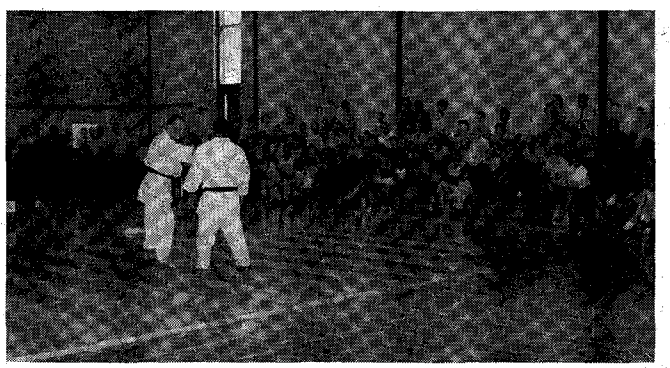
he association functions through a management advisory mittee, an elected board of directors representing each of Dallas divisions of the firm, a full time manager and , and the elected officers of sponsored activities.

inancing of activities and facilities is accomplished ugh a direct 70 per cent subsidy from Texas Instruments, from membership dues in the various activities. Tom ith, NIRA board member who manages the work of the kins Association, says overall participation figures prior to summer of 1964 were probably not as great as those nd in some comparable programs.

He believes this is due to the high ratio of women em- yees, as well as the fact that only those who participate in anized activities are counted—and then only once, de- te the number of activities in which they are involved.

Despite this real and self-imposed handicap, Tom has in- ased his participation 50 per cent since opening the activi- s center and has a goal of an additional 50 per cent in- ase by the end of the year.

This summer, recreation minded TI employees in Dallas, re sure Tom couldn't miss.



Texins new recreation facility serves as headquarters for most employee recreation clubs—more than a score in all—ranging in interest from judo (above) to billiards (below).





The MacGegor team are NIRA's new National Golf Champs. (L to R) Chuck Caldwell, Lou Evers, Stan Stabner, and Ron Stokley.



Jim Musille, Westinghouse Corp. was top medalist with six-under-par 136.



Honeywell tied for Class "B" honors. Gary Moon, Harry Swanson, Arnold H and Jim Healey.

MacGregor Team, Westinghouse Medalist Win Honors in 19th Industrial Golf Tourney

Jim Musille, a 44-year-old truck driver for the Westinghouse Electric Corp., Mansfield, O., shot a six-under-par 136 to win the National Industrial Golf Championships on the Purdue University Golf Courses, West Lafayette, Ind., in August. His score set a new record for the event.

Musille defeated 428 other golfers, including teammate Carl Kushin, medalist of the 1963 event, to win at Purdue, thus retaining for Westinghouse the top medalist honors.

A "sudden death" play-off, a first for the 19-year-old tournament, resulted in a victory for the Class "A" MacGregor Co. team, from Cincinnati, when Ray Stabner birdied on the second hole. Thompson Ramo Wooldridge, Inc., Cleveland, settled for second.

Representing the best players in industrial golf leagues throughout the Midwest, 107 teams from eight states competed in the two-day event under perfect golfing conditions on the Purdue courses.

In the Class "B" division, Jim Steck, Allis-Chalmers Mfg. Co., Milwaukee, won individual honors, with the team honors being shared by Honeywell, Inc., Minneapolis, and Dayton Power & Light Co., Dayton, O.

Jim Young, Dayton Power & Light, was Class "A" medalist, with Kaiser Aluminum, Newark, O., winning the team awards.

The tournament is sponsored annually by NIRA. Ray Detrick, Goodyear Tire & Rubber Co., Akron, originated and for many years ran the event.

Jim Richter, Mosler Safe Co., Hamilton, O., shot an eagle two on par four #13 on the North Course, with a number three wood.

A fire engine red Kaiser 'Jeep' Wagoneer, similar to the one presented to Raybestos company's recreation department at the NIRA Conference in Cleveland, was used as official rules car for the tournament.

A pre-tournament buffet at the Morris Bryant Inn in West Lafayette was well attended by the NIRA golfers, as was the golf clinic run by Hillerich & Bradsby's Bill Kaiser.

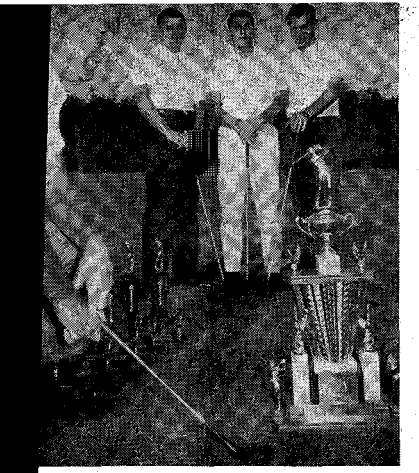
The "management" tourney — for managers and company representatives accompanying their teams was won by Lou Binette, Wyman Gordon Co., Harvey, Ill. with a 77. Dave Diehl, Sinclair, East Chicago, Ind., followed with a 78.

Any U.S. firm is eligible to enter the event, provided the players are bona fide employees of the company, and not receiving remuneration for playing or teaching golf.

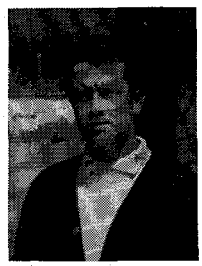
A list of winners follows:

Golf Champs
19th Annual NIRA Meet

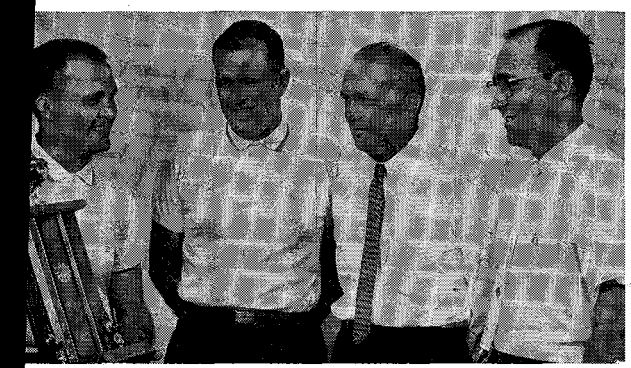
Class "A" Teams	Score
The MacGregor Co., Cincinnati, Ohio	298-305-603
(Sudden death team play-off won by MacGregor in second hole.)	
Thompson Ramo Wooldridge, Cleveland, Ohio	302-301-603
Westinghouse Electric Corp., Mansfield, Ohio	300-304-604
Youngstown Sheet & Tube #2, East Chicago, Ind.	305-
Goodyear Tire & Rubber Co., Akron, Ohio	305-
Class "B" Teams	
Honeywell, Inc. #2, Minneapolis, Minn. (Co-Champions—duplicate awards)	320-
Dayton Power & Light Co. #1, Dayton, Ohio	325-
VR/Wesson Co., Waukegan, Ill.	330-
Motorola, Inc. #1, Franklin Park, Ill.	328-
Mosler Safe Co. #1, Hamilton, Ohio	325-
Class "C" Teams	
Kaiser Aluminum #2, Newark, Ohio	343-
Danly Machine Specialties, Chicago, Ill.	349-
Motorola, Inc. #2, Franklin Park, Ill.	328-
Dayton Power & Light Co. #2, Dayton, Ohio	352-
Anderson Co. #1, Gary, Ind.	347-
Individual Low Medalists—	
Division "A"	18-36-
Jim Musille—Westinghouse Electric, Mansfield, O.	67-6
Ron Stokley—MacGregor Co., Cincinnati, O.	71-7
Jim Valardo—TRW, Cleveland, O.	68-7
Dick Crosby—Youngstown S&T #2, East Chicago, Ind.	77-6
Robert Brown—Goodyear, Akron, Ohio	72-7
Walter Law—NCR #1, Dayton, Ohio	73-7
Division "B"	
Jim Steck—Allis-Chalmers, Milwaukee, Wis.	77-7
Willis Bales—Monsanto Research #2, Miamisburg, O.	77-76
Bob Brown—Goodyear T&R, Akron, Ohio	75-79
Joe Babnik—VR/Wesson, Waukegan, Ill.	77-77
Lloyd Logsdon—Dayton P&L #1, Dayton, O.	78-77
Richard Baxter—Ampco Metal, Milwaukee, Wis.	78-78
Mel Korrell—Whirlpool Corp., St. Joseph, Mich.	80-76
Division "C"	
Jim Young—Dayton P&L #2, Dayton, O.	80-79-
C. Smallwood—Kaiser Alum. #2, Newark, O.	83-80-
Pat Luzio—Kaiser Alum. #2, Newark, O.	83-82-
Jim Warot—Anderson Co. #1, Gary, Ind.	84-81-
Bob Brawley—Motorola, Inc. #2, Franklin Park, Ill.	81-85-
Richard Baldwin—Dayton P&L #1, Dayton, O.	82-86-
Robert Yingling—Climax Molybdenum, Coldwater, Mich.	80-88-



Class "B" medalist, Jim Steck, Allis-Chalmers.



C" winners, Kaiser Aluminum. (Kneeling) les; (standing l to r) Hugh O'Brien, Pat nd Carroll Smallwood.



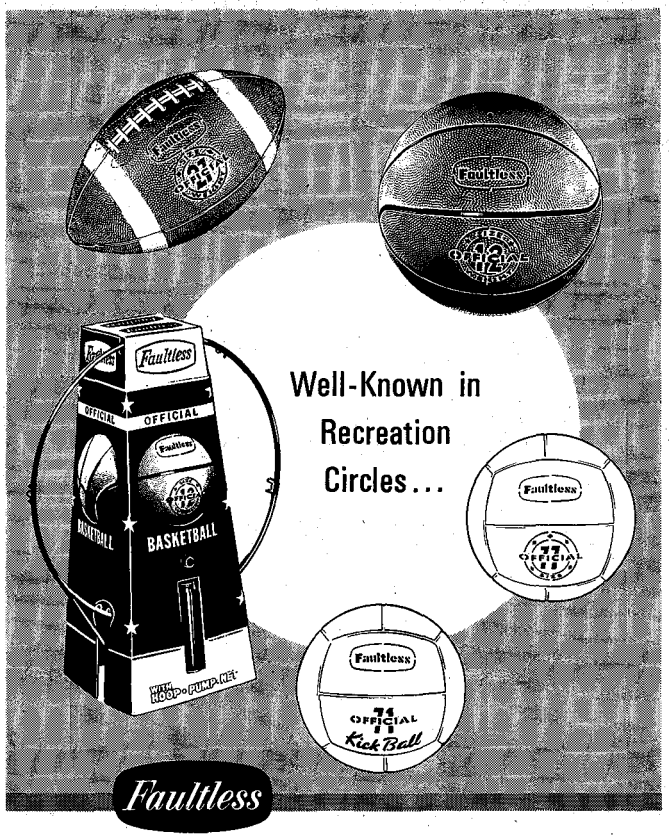
n P&L, Class "B" co-winners. (L to R) Lloyd Logsdon, Paul Reinicke, Kramer, and Dick Baldwin. Jim Young, on D P&L's second team, op Class "C" honors.



k Balint, Goodyear (left) and Don Neer, NIRA's executive tor, (right) talk with Mr. and Mrs. Ray Detrick. Detrick ran the nament for many years.



mpson Ramo Woolridge team, runners-up in the Class "A" Division. o R) Ted Betley, Jim Valardo, Tony Tate, Mike Such, and Joe Golob.



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NIRA Newsletter

VOL. 22, NO. 7 ©1964 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION SEPTEMBER 19

"Grampas" Have Till End Of Year to Join CIRA

The CIRA (Certified Industrial Recreation Administrator) program sponsored by the National Industrial Recreation Association is expected to get a big boost during the final months of 1964, with the expiration of the "grandfather clause" grace period coming on January 4, 1965. The program, which was begun in 1961, is the only one of its kind sponsored by any national organization to encourage high standards of performance and professionalism among recreation leaders serving business and industry in the United States and Canada.

Each year the association's CIRA's are honored with a special program in their honor at the national conference of NIRA. There are now more than 90 Certified Industrial Recreation Administrators.

Similar in intent to certification programs for architects, accountants, and members of other professions, the CIRA program intends simply to show that those who achieve certification are eminently qualified to conduct and administer industrial recreation programs.

In addition, since membership in NIRA is held not by individuals but by companies, the CIRA program is a means of recognizing the personal performance and qualifications of the industrial recreation administrators who represent their firms within NIRA.

Included in the original terms of the CIRA program is a so-called "grandfather's clause" that waives a written examination for CIRA recreation directors who file their applications prior to January 4, 1965 (deadline extended one year by NIRA board in 1963.)

To qualify for certification (*prior to* Jan. 4, '65) an applicant must meet one of the following experience-training standards:

- Five year's experience as a recreation administrator or supervisor, with a minimum of one year in industrial recreation, or—
- One year's experience in indus recreation and a baccalaureate degr recreation, or—
- Two year's experience in indus recreation and a baccalaureate degr a related field, or—
- Three year's experience in in trial recreation and a baccalaureate gree.

All applicants will be screened a certification committee composed a NIRA past-president and two m bers appointed by the current presid

Completed applications must be s mitted with the $10 filing fee wh will be refunded if the applicant is accepted. The annual renewal fee is Membership in CIRA, of course, restricted to firms which are active me bers of the National Industrial Recr tion Association.

Application forms and rules are tainable upon request from NIRA he quarters, Suite 1864, 20 N. Wacker I Chicago, Ill. 60606.



Chicago's Mayor Daley (second from right) with trophies for winners of World Serie Softball Tourney. (L to R) Charles Jensen, t ment chairman; Jack Kernan, Thillen's Cu Exchange; Mel Ackerman, Chicago Park D William Cousland, Amateur Softball Assoc Commissioner; Daley, and P. J. McCarthy, ant director of recreation, Chicago Park Di

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WRITE FOR NEW 1964 ILLUSTRATED CATALOG AND PRICE LISTS



mmer, members of a Burbank, Calif. girl scout troup planted a tree in Robert E. Gross Park eciation of the Lockheed Employees Recreation Club's 20 years of sponsorship. Present for nting in addition to the scouts were (starting from sixth from left) Troup Leader Mrs. Don LERC Executive Director and Current NIRA President Frank Davis; Company-LERC Liaison Eugene W. DesLauriers, LERC Custodian John Olson; LERC President Sal Frisina; Assistant ecreation Director Ken Prince; NIRA Executive Director Don L. Neer, and LERC Recreation r Mike Varanese.

RA Regional etings Shape Up r 1964-65

IRA's regional meetings, held an- y in each of the association's eight raphic regions, are the association's roots effort to spread the gospel ndustrial recreation and introduce companies to the value of profes- ally administered recreation pro- ns for their employees.

or firms who are already members NIRA, of course, the regional meet- are also important supplements to National Conferences of the as- ation, held each May.

his month, details for two NIRA onal meetings fell into place.

Region Three. The NIRA Region ee meeting, scheduled for Oct. 28- 1964 in Indianapolis, Ind. will be d at the Holiday Inn there.

Serving delegates from Illinois, chigan, and Indiana, the Region 3 nference is being chaired by Dale affer, Delco-Remy Div., GMC, An- rson, Ind. (Interested recreation di- tors can get additional information writing direct to Dale.)

A program featuring Employee mping Clubs, NIRA Tournaments, nployee Christmas Activities, and Em- oyee Travel Activities is planned. IRA President Frank Davis will be eatured guest.

The conference planners have ar- nged a tour of the Indianapolis Speed- way & Museum for the visiting recreators.

Region Seven. NIRA's Region Seven, which annually hosts the largest of the regional conferences, is vacating the big West Coast cities in favor of Scottsdale, Ariz., where the event will be held on Feb. 19-21, 1965.

Chairman Ken Leonard of Salt River Project has planned a program featuring Fitness in Industry, Volunteer Employee Assistance, Management's Views on Employee Recreation, Industrial Recreation Councils, Financing the Recreation Program, and Travel Clubs in Industry.

Early arrivals may participate in a golf tourney at Scottsdale's Valley Country Club on the day before the conference.

For further information on the Scottsdale meet, write Ken Leonard % PERA Club, P. O. Box 1890, Phoenix, Ariz.

NIRA Staff Readies Tourney Packet for 1965 Events

NIRA's staff is currently at work on a "tournament packet" for the association's seven national competitive events in 1965 to be distributed to all NIRA member firms later this year.

In the packet will be complete information on each tournament, including rules and regulations, deadlines, prizes, promotion tips, as well as results of 1964 tournaments.

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LET'S TALK TRAVEL

NEWS AND VIEWS ABOUT ORGANIZING AND RUNNING EMPLOYEE GROUP TRAVEL ACTIVITIES, INCLUDING SHORT AND EXTENDED TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF INTEREST

el Council Speaks

Groups Solve Many a Travel Problem

oup travel is the working man's r to seeing the world comfortably t a price he can afford, according our-operator member of the NIRA l Council.

Not only is the savings great," said Palmentola, president of KKS International recently, "but the *return* is "

lmentola said, however, that many nizations do not know the basic ents of promoting a travel program, and lack an essential knowledge of what makes them a success.

First, they confuse themselves by consulting with too many airlines and travel agents; secondly, they promote the wrong program at the wrong time. The result is that the potential group never materalizes, much to the disappointment of many employees.

"Don't make the mistake of having a survey made to establish which trip to promote," he said. "You and your committee should decide the program. The first time, it may be Europe; the second time, Hawaii; the third time, the Scandinavian countries, and the fourth time, Southern Europe."

Palmentola said that company "tour organizers" should prepare an itinerary on a package basis and then announce the resulting tour program by mid-October.

"Make sure that all employees know about the offer," he said. "The travel program must be simple, inexpensive and include all of the basic elements.

Be sure to schedule plenty of leisure time which is quite important to most of the participants.

If you have a large number of employees—over 1,500—promote a charter. If not, promote a package inclusive of reduced air-fares where only a minimum of 20 participants is required to obtain all the benefits of group travel, he said.

Recreation directors who are planning tours should have the travel program ready for announcement to the employees at least six month in advance of the scheduled departure date, he said.

"Try it," he concluded, "and you will see how easy it will be to organize a successful trip to anywhere."

Mr. Foster Appoints Farley as Director

enneth J. Farley has joined Ask Foster Travel Service as director of group sales. He brings with him to this newly created post a broad background in group and incentive travel.



FARLEY

Until recently, Farley was national manager of commercial and group travel sales at American press and director of overseas reunion ision. Earlier Farley had held various senger sales posts with TWA, inding nine years overseas.

NIRA Travel Council Meets Sept. 23 in Chicago

NIRA's 21-member Travel Council will meet on Sept. 23 in Chicago. Host to the event will be the Palmer House, one of Chicago's finest hotels and a member of the Hilton Hotel chain.

Featured speaker at the meeting will be James C. Gross, executive director of the National Association of Travel Organizations.

The Council was formed in 1957 as a means of assisting industrial recreation directors with the development of employee group travel aids for employee tours.

Membership in the council is restricted to leading commercial firms in the travel field, including major carriers, hotel chains, tour operators, and non-profit travel organizations.

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"See the U.S.A." Campaign Picks Up Steam for 1965

One of the things for which the year 1964 will be remembered within the booming U. S. Travel industry is the impetus it gave to domestic travel.

Under the leadership of such men as Charles Gillett, a NIRA Travel Council member, who is also president of the National Association of Travel Organizations and vice president of the New York Convention Bureau, an industry-wide movement to popularize trips and tours within U. S. boundaries has taken shape.

The National Association of Travel Organizations has perhaps done more than any other group to re-acquaint Americans with the sights and scenes of their homeland. Its "See the U. S. A." program has garnered some pretty eminent support along the way, too, including most key Johnson Administration officials.

In a letter to Gillett, President Johnson himself has given a personal endorsement to the "See the U. S. A." campaign.

"All Americans should learn more about their country." Mr. Johnson said. NATO and its members should congratulate themselves for launching this drive to encourage citizens to know and enjoy our great land.

"It's my hope," the White House letter continues, "that the entire travel industry will cooperate in this project, which complements the United States Travel Service campaign to visitors from abroad."

Actually, there is very sound ec reasoning behind the domestic surge.

In July, 1962, when Pr Kennedy sent his balance of pa message to Congress, he urge private industry launch a drive courage Americans to see Ameri learn about the "glory of our her

President Johnson—like Pr Kennedy before him—is convinc a massive industry effort to pro "better" domestic/foreign travel could be an important part of the troublesome U. S. balance o ments situation.

Others who have echoed the pre include Secretary of Commerce H and Secretary of the Interior U two Administration officials w vested interest in the success of "S U. S. A."

Whatever the economic implica "See the U. S. A." had plenty of cause to be born. In no other nati the world where the sights to be are so *varied,* are transportation, le time, and the other wherewith of t so *available.*

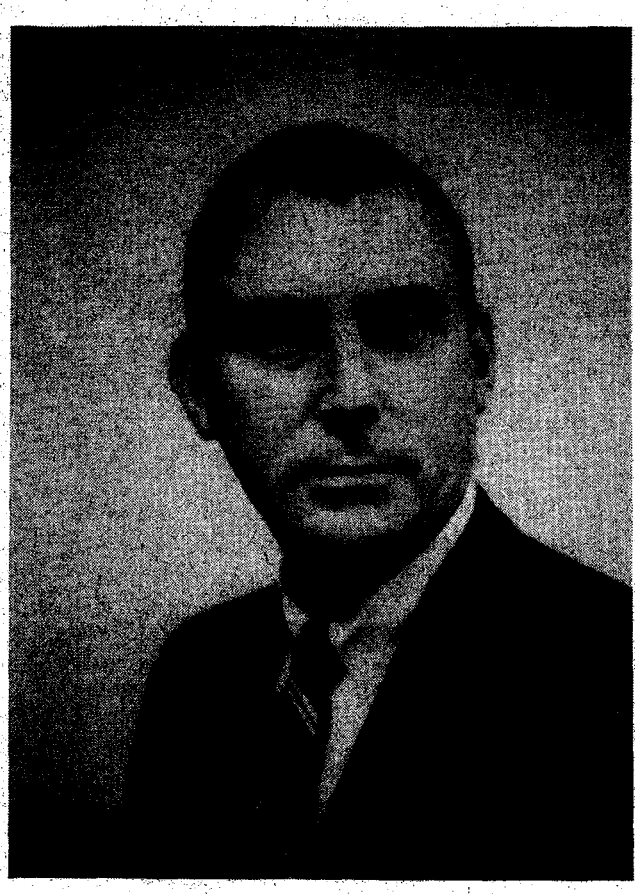
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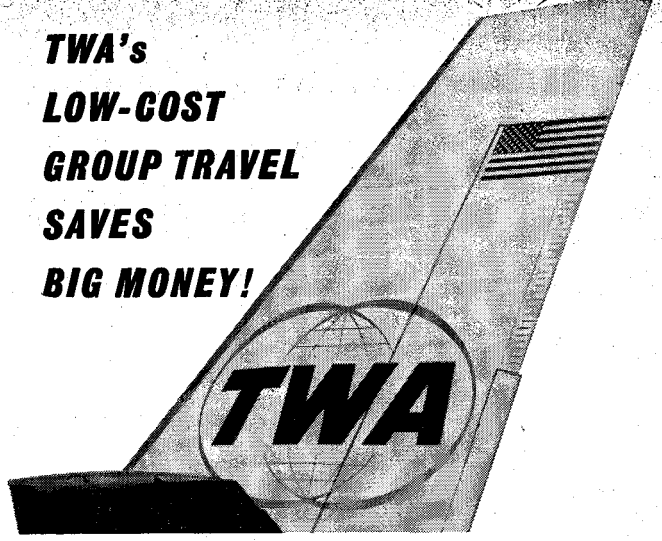
ckpit: Civil air regulations prohibit anyone but crew
s and authorized employees from entering the cock-
ng flight. On reaching your destination, however, one
rew members may be able to show it to you.

Baggage: Baggage carried aboard the airplane is
ed to the size of the space beneath your seat. Over-
acks are for blankets, pillows, and hats—not luggage.

dios: Passengers are asked not to operate portable
ios aboard an airplane in flight. FM radios emit sig-
hich in some cases may interfere with navigational
ent aboard the plane.

olic Beverages: Federal Aviation Agency regulations
e that no person may drink alcoholic beverages
d airline flights unless they have been served by the
. No airplane may serve such beverages to any per-
o appears to be intoxicated.

Tips: Following are some basic rules of thumb for
photo fans: Never shoot slower than 1/100th of a
d—if possible faster. For movies use 24 or 32 fps on
able cameras. Remember exposure corrections. Do
st camera or arms against any part of the cabin. Sit
rd in your seat and try to place your body to shield
indow from light reflected from the opposite side of
abin. Try to select a window on the side away from the
ollow exposure meter readings or guides for your own
ra and film.



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TOURNAMENT TOPICS

NEWS ABOUT NIRA'S COMPETITIVE EVENTS FOR U.S. AND CANADIAN BUSINESS AND INDUSTRIAL EMPLOYEES

FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOURNAME

GM Man Sets Fishing Tourney Record, Wins Manitou Trip

John Sharp, an employee of General Motors of Canada, has scooped all other entries in the 7th Annual AFTMA-NIRA Postal Fishing Contest, with an 11 lb., 3 oz. brook trout that netted him 771.5 tournament points and set a new record in the event.

Sharp takes over as champion from Dean Campbell, Brookhaven National Labs., whose 685-point striped bass held the all-time NIRA record till June of this year.

M. E. Peck, Martin Co., Orlando, Fla., took salt water honors with a 9 lb. spotted weakfish that netted him 592 points in the event. The Martin Co's recreation director, Clifford King has again won honors as the NIRA member submitting the highest percentage of entries per number of employees in his company. King has won the honor three years running.

Seventh Event

The 7th Annual event broke overall participation records, too. The total number of competing firms in 1964 rose to 26, with the total number of participating employees more than doubling from the previous year to 261.

The rules of the tournament are written so that a bluegill can win top honors as easily as a large ocean-going fish. Each catch is compared to the world's record fish in its particular species, the later being rated at 1,000. If the bluegill compares more favorably to the record in its class than the bonito does in that species, the bluegi despite its much smaller natural s

The tournament is co-sponso NIRA and the American Fishing Manufacturers Association, which as the official judge in the event.

Prizes are awarded to winner basis of the monthly, regional, pany, and specie divisions of the t ment—in addition, of course, overall national winner. More th prizes in all are awarded to the p pants.

Shakespeare Awards

The Shakespeare Co. presents chandise prizes to the salt and water winners in each month o tourney as well as to the NIRA tion director with the greatest em participation. Heddon presents a 20 beautiful four-color prints of f the specie winners.

In addition to these prizes, of c John Sharp, the new national fi champ, will be treated to an all-exp paid weekend trip to beautiful Manitou Island in Lake Michiga hunting and fishing paradise.

In the center of North Manitou's 000 forested acres is a crystal clear acre lake which contains some of scrapiest smallmouth bass on the N American continent.

A complete list of winners follow

Archery Results Printed In Next Issue of R/M

Participation in NIRA's 1st Annual Archery Tournament has been beyond all expectations, with the archery clubs from more than 40 NIRA-member firms taking part in the four-week event.

As this issue of R/M was going to press, the hundreds of NIRA archers were zeroing in on their final week of competition. A complete list of winners will be published in the October issue of the magazine.

The story of the national winner's trip to beautiful North Manitou Island in Lake Michigan to bowhunt for deer will be carried in R/M's November number.

The tournament is co-sponsored by NIRA and the Archery Institute, which serves as final judge of all scores. The NIRA archers compete on their own time, on the archery range of their choice. Score sheets are furnished by the Institute and are verified by a club secretary or recreation director before being sent to Chicago for judging.

National and Monthly Winner

NIRA Grand Champion
John Sharp, General Motors of Canada,
Oshawa, Ont.—11 lb., 3 oz. brook trout ..... 771.
May Fresh Water Champ
John Sharp, G.M. of Can., Oshawa, Ont.
11 lb. 3 oz. Brook Trout ..... 771.
May Salt Water Champ
M. E. Peck, Martin Co., Orlando, Fla.
9 lb. Spotted Weakfish .....
June Fresh Water Champ
Richard Ashville, Martin Co., Orlando, Fla.
13 lb. Largemouth Bass .....
June Salt Water Champ
Milton Lehto, Sperry Rand, Sudbury, Mass.
50 lb., 3 oz. Striped Bass .....
July Fresh Water Champ
Mrs. Merlyn Reich, AC Spark Plug, GMC.
Milwaukee, Wis.—40 lb., 12 oz. Lake Trout 64
July Salt Water Champ
M. E. Peck, Martin Co., Orlando, Fla.
10 lb., 6 oz. Spotted Weakfish 68
NIRA Member with Most Entries
Clifford King, Jr., Martin Co., Orlando, Fla.

Mail to NIRA: 20 N. Wacker Dr., Chicago, Ill. 60606 AN 3-6696

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Winners by Species

...er Division—Total Entries, 194

...nouth (40 entries) ..... 13 lb.
...shville, Martin Co., Orlando, Fla.
...nouth (5 entries) ..... 4 lb. 8 oz.
...nsma, R. R. Donnelley, Chicago, Ill.
... (1 entry) ..... 3 lb. 2 oz.
...okos, R. R. Donnelley, Chicago, Ill.
... entries) ..... 1 lb. 15½ oz.
...erg, Martin Co., Orlando, Fla.
...e (1 entry) ..... 12 oz.
..., Martin Co., Orlando, Fla.
...annel (5 entries) ..... 20 lb.
...nes, McDonnell Aircraft, St. Louis, Mo.
...lhead (4 entries) ..... 3 lb. 2 oz.
...ler, Martin Co., Orlando, Fla.
...ack (12 entries) ..... 2 lb. 12 oz.
... Cobb, Chemstrand Co., Greenwood, S. C.
...hite (1 entry) ..... 2 lb. 3 oz.
...nitlow, Wyman-Gordon, Harvey, Ill.
...e (2 entries) ..... 7 lb. 10 oz.
...kert, R. R. Donnelley, Chicago, Ill.
...ike (6 entries) ..... 18 lb.
...eas, Babcock & Wilcox, Milwaukee, Wis.
...low (4 entries) Tie—three ways ..... 1 lb. 4 oz.
...errmann, R. R. Donnelley, Chicago, Ill.
...ay, Michigan Bell Tel. Co., Detroit, Mich.
...Kren, R. R. Donnelley, Chicago, Ill.
...ook (5 entries) ..... 11 lb. 3 oz.
...harp, General Motors of Canada, Oshawa, Ont.
...own (10 entries) ..... 7 lb. 4 oz.
...Walker, Dow Chemical Co., Midland, Mich.
...ke (2 entries) ..... 40 lb. 12 oz.
...erlyn Reich, AC Spark Plug Div., GMC,
...kee, Wis.
...ainbow (5 entries) ..... 10 lb.
... Jeppsen, Thiokol Chem. Corp., Brigham City, Utah
... (10 entries) ..... 10 lb. 14 oz.
... Christianson, Allen-Bradley Co., Milwaukee, Wis.

...ater Division—Total entries, 67

... (2 entries) ..... 7 lb. 14 oz.
...Leffingwell, General Dynamics/Astronautics,
... Beach, Fla.
...2 entries) ..... 20 lb. 6 oz.
... Mauldin, Martin Co., Orlando, Fla.
... (10 entries) ..... 32 lb.
...t Fifer, Martin Co., Orlando, Fla.
...r (3 entries) ..... 5 lb. 2 oz.
... Frankewich, Martin Co., Orlando, Fla.
... (5 entries) ..... 24 lb.
... Reynolds, Martin Co., Orlando, Fla.
... (6 entries) Atlantic ..... 52 lb.
... Plemmons, Martin Co., Orlando, Fla.
...out (32 entries) Spotted Weakfish ..... 10 lb. 6 oz.
... Peck, Martin Co., Orlando, Fla.
... Bass (1 entry) ..... 50 lb. 3 oz.
...on Lehto, Sperry Rand, Sudbury, Mass.
... (2 entries) ..... 12 lb.
...ony Kaufman, Martin Co., Orlando, Fla.
...rtail (4 entries) ..... 5 lb. 9 oz.
...Ilie Thames, Martin Co., Orlando, Fla.

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Boeing Man to Stalk Utah Mountain Lion

Mountain lion hunting in the hills of Utah is a spine-tingling sport, with thrills equivalent to a big game safari in Africa.

NIRA's 1964 Rifle Champion, Robert A. Utter, will experience just such a thrill next February when he will be feted to an all-expense-paid trip to Motoqua, Utah, in search of the big cat.



Full lion hunting resources of the D-I Ranch will be given to NIRA rifle champ.

Utter, a member of The Boeing Co. rifle team, from Auburn, Wash., won the honor when he turned in a 197 score out of a possible 200 last spring in NIRA's annual rifle tournament.

He was the best of hundreds of riflemen from NIRA member firms who vied for top honors in one of the association's fastest growing activities for U. S. industrial and business employees.

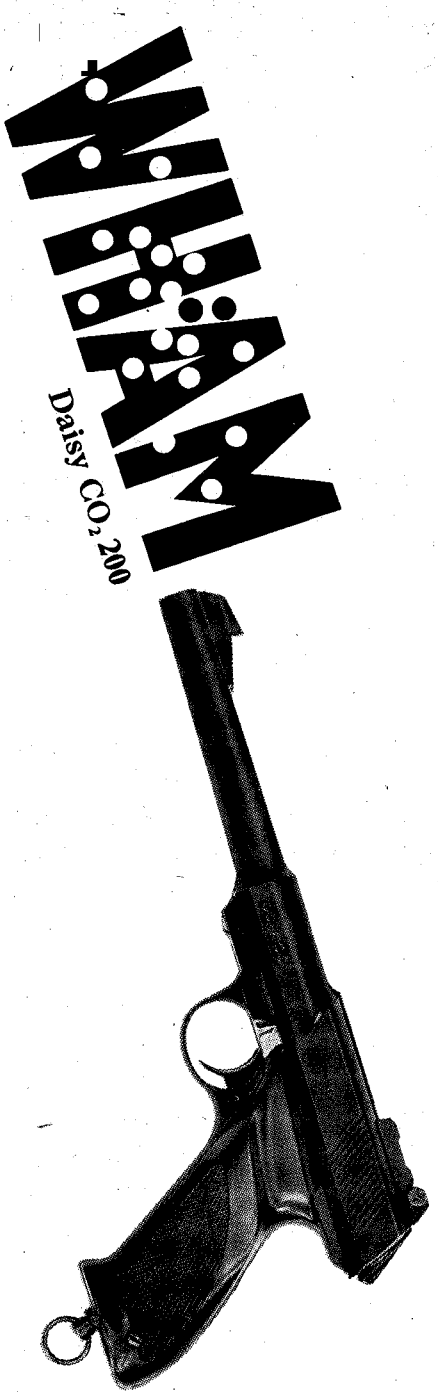
Utter will be the guest of the Desert Inn Ranch, whose full lion hunting facilities will be put at his disposal.

According to Mark Swain, Utah sportsman who helped NIRA arrange the prize trip, mountain lions are considered "outlaws" by sheep and cattle interests, as well as the U. S. government.

Swain, who is a director of the Stardust Hotel, Las Vegas, notes that in addition to serving the public interest, lion hunting is also an exhilerating sport.

Boeing's Utter takes over the national championship from Denny Wu, the Ford Motor Co. engineer who won top honors in the NIRA Rifle Tournament twice—in 1961 and 1963.

Wu, and Ed Sommers of Goodyear Tire & Rubber, who was champion in 1962, were both treated to an all-expense-paid hunting trip to North Manitou Island in Lake Michigan, and both brought home handsome deer trophies. Utter's lion hunt will be reported in an early 1965 issue of R/M.



When a B·B travels 400 FPS ...man, that's really moving!

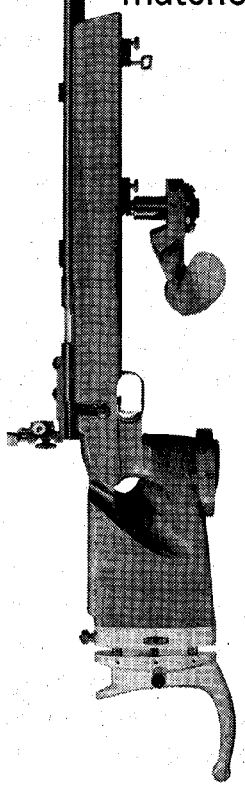
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olympic selection

Anschutz dominates international smallbore matches



At the 1963 European Championships in Oslo, 31 of 48 competitors in the 3-position match—and 9 of 12 winners—shot an Anschutz. The Match 54 has walked off with a major share of the honors at Sao Paulo, Cairo, Moscow—at every recent international match.

The reason is obvious; famous Anschutz precision, unparalleled accuracy that means higher scores. The Match 54 action is satin-smooth, with a fully adjustable trigger and hand-lapped barrel. Model 1413, illustrated, with international type stock, weight 15½ lbs. **$275** (sights extra; with left-hand stock, $287).

Model 1411, not shown, is the same superlative Match 54 action in a U.S. match-type stock. Weight 11 lbs. $145 (sights extra; left-hand stock, $157).

Prices subject to change. For free full-color catalog, write Savage Arms, Westfield, Massachusetts 01085

Savage ANSCHÜTZ

NIRA Bridge Tourn Revamped for 1965

The PAR Contract Bridge Tournament which has been sponsored by NIRA for the past two years was very popular with a segment of our bridge-playing enthusiasts, to be sure. They thoroughly enjoyed the challenge each hand presented. Every hand had to be bid and played "just so."

But the Tournament Committee faced reality at the conclusion of a 2-year trial with the PAR hands. There were far more people who didn't care for the PAR type of bridge than there were enthusiasts.

Since the whole purpose of the Tournament was to give *every* bridge-playing industrial employe an opportunity to take part in a nation-wide tournament, PAR hands have thus been dropped for 1965. Instead, players in plants across the United States and Canada will deal their own hands and play a regular duplicate game in exactly the same fashion as they would at any other session of their club. Match-point scores will be converted into percentages. The two high North-South *and* the two high East-West pairs from each local game will be matched against similar high pairs from other units *in their Region only.*

Expense-Paid Trips

Depending on the number of entries in a given Region, several pairs could win expense-paid opportunities to play in "the finals" two months later in Chicago. The number of winning pairs from each Region who qualify for the trip to Chicago will be determined according to the following formula:

a. 250 to 550 entries (125-275 pairs) —1 pair to the finals
b. 552 to 950 entries (276-475 pairs) —2 pairs to the finals
c. 952 to 1280 entries (476-640 pairs)—3 pairs to the finals
d. Etc. by 320 entry groups

The finals will be played at a Chicago hotel in three sessions on a weekend (to be announced) in March or early April 1965. Participants will fly to Chicago Friday night. They'll play their first session Saturday afternoon, a second session Saturday evening and the third and final session will take place early Sunday afternoon. Festivities will close with the awards banquet following which participants will fly home Sunday nig three finals matches, by the way, conducted in the same way as th tournaments. There will be *no* p hands.

Both the top and second-plac will win all-expense 13-day vacati on the fabulous GOREN CARIB CRUISE which will sail durin month of January 1966.

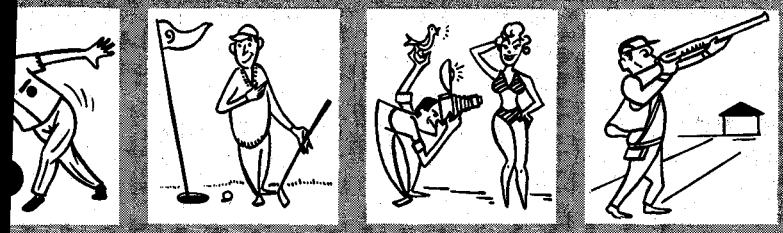
There will be no charge in eli requirements or entry fees. The on ferences from the earlier two suc tournaments will be:

1. We have a new co-sponsor WHITMAN PUBLISH COMPANY, a division of W Publishing Co., one of the l playing card manufacturers country (they also have a vast ing business), will assist wit myriad details and promotio quired to make a tournament magnitude a resounding succ
2. The number of entries will r room. Very frankly, we expect over 5,000 duplicate bridg thusiasts to take part.
3. By eliminating the PAR h even a beginning pair could h lucky night and win themsel trip to the finals in Chicago.
4. Local games may be played *an* during the month of January 1 Previously, with PAR hands, it essential that all games be pl on the *same* night. This cre numerous difficulties. In the Tournament, the NIRA game be played on one of your club's regular meeting nights.

Since no schedule problems are volved, and since no prepared "tri hands will confront the entrants (to ca embarrassment) you can readily see we expect positively tremendous par pation by member companies all ac the United States and Canada.

Official rules and regulations, cor tions of play, copies of the announcem poster and order forms, as well as offi entry forms will be mailed directly to NIRA members shortly.

Sounds great, doesn't it? Well, C Start planning your local game, NO



IDEA Clinic

WHY NOT TRY A "LADDER" TENNIS TOURNAMENT

t too many years ago there were few plants with an or-ed tennis program. Today, participation is definitely on crease.

pical of the kind of interest that has been shown in tennis tly is the program at the Chevrolet Engineering Center Warren, Michigan. Three years ago, the CEC Surf and Ski Club stimulated interest in tennis by scheduling a uble Elimination Tournament."

bout 18 people took part in the tournament, which pro-d that a player defeated twice would no longer be in-ed in the competition. The tournament continued until was a single winner, and he was given a trophy pur-ed with the modest tournament entry fees.

he following year there was sufficient interest among those had participated in the "Double Elimination Tourna-t" to set up a continuous "Ladder Tournament."

he object of a "Ladder Tournament" is to provide partici-s with competition which has two desirable features. , such a tournament is self-scheduling and consequently ires very little administration. Second, by not eliminating players, it provides a continuing activity by all participants. ctually, there is a third advantage to a "Ladder Tourna-t" inasmuch as most matches are rather "evenly matched" irs, a date can be established for the close of the season at ch time a wind-up tournament may or may not be sched-d.

reparations for a "Ladder Tournament" are rather simple: Appoint a tournament director who will keep the ladder rt up to date. 2) Seed the entries as well as you can to es-ish a starting point. 3) Issue all participants a copy of the -tournament standings giving phone extensions and home one numbers to all players. This facilitates the arrangement matches.

Each year the group at CEC has added a few players until y now boast a roster of slightly over 40.

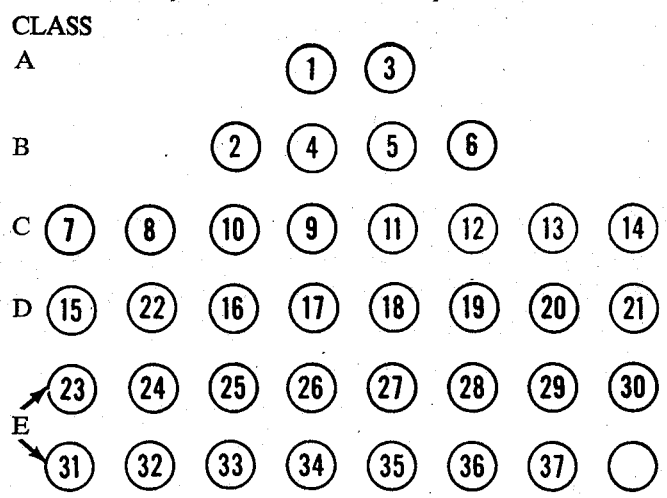
During the third season, it was realized that the Club was tting too large for a simple individual ladder competition. herefore, in 1962, elections were held to elect a president, retary, treasurer, publicity director and a tournament di-tor. That year team matches were attempted, but soon dis-ded principally because of the severe problems created in anging matches due to vacation schedules and "other in-ests."

In mid-season, therefore, the Club switched to a new "Pyramid Ladder System." This is similar to any other ladder system with one exception—any individual may challenge any other player in his class. The first three players listed in each class are eligible to challenge the last three players in the class ahead.

There is only one rule in connection with playing matches; namely, a challenge must be accepted within seven days to avoid forfeit. On the average, members of this Club play two games a week. Some play three or four, of course, depending on their interest.

It might surprise you to find there are a number of employes in your plant who would enjoy not only taking part in a tennis activity, but would be very happy to help with the organizing.

Pyramid Ladder System



Any player can challenge any other player in his row. Only the *first three* players in each row are eligible to challenge the last three players in the row above. The winner assumes the position which was challenged. The loser a) either remains in position *if he was the challenger* or b) moves down one position *if he was the defender* as do all others behind him. In the diagram above "22" has displaced "16" moving all players affected back one place. Player "3" has also displaced player "2" in a simple exchange of positions.

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS WANTED

Man with extensive experience in industrial recreation and scout work desires new position in industry. Married, two children. Salary, $7,200.
Box #107—RECREATION MANAGEMENT

Young man with B.S. degree in recreation from Minnesota and six years experience in municipal recreation seeks new position in industry. Some master's work. Married, no children. Salary, $7,500.
Box #108—RECREATION MANAGEMENT

Young man with Physical Education degree seeks position with industry as professional recreation director. Two years experience in industrial recreation. Married, two children. Salary, $9,600.
Box #109—RECREATION MANAGEMENT

1961 Purdue graduate with B.S. in recreation seeks recreation and/or personnel work in industry. Married, no children. Salary, above $6,200.
Box #110—RECREATION MANAGEMENT

Young man with ten years experience in industrial recreation seeks new work in personnel and/or recreation. Married, three children. Salary, upwards of $8,000.
Box #111—RECREATION MANAGEMENT

Young man with master's in recreation from Indiana U. seeks position as director or assistant of company recreation program. Some experience with municipal recreation activities. Single. Salary, open.
Box #112—RECREATION MANAGEMENT

Young man with master's in recreation from Washington U. seeks position in industrial recreation department. Considerable camp experience. Married, no children. Salary, $9,000 up.
Box #113—RECREATION MANAGEMENT

Man with master's in education and 21 year's experience as military special services officer seeks administrative recreation/personnel in industry. Married, no children. Salary, $7,500 up.
Box #114—RECREATION MANAGEMENT

Man with B.A. in Physical Education and six years experience in high school athletics, seeks new position with industrial recreation responsibilities. Married, one child. Salary, $6,500.
Box #115—RECREATION MANAGEMENT

Man with master's in physical education seeks position as director or assistant in company recreation department. Coaching experience. Married, 2 children. Salary, $7,500.
Box #116—RECREATION MANAGEMENT

POSITIONS WANTED

Man with experience as military spec
ices officer now seeks position as in
recreation director. Married, two c
Salary, open.
Box #116—RECREATION MANAGE

Recent graduate with B.S. from Oreg
seeks position in industrial recreat
partment. Married, no children. Salar
Box #117—RECREATION MANAGE

Desire position in recreation field. Arm
seas division for past year as staff sport
tor. Background includes coaching, p
education and recreation supervisio
newspaper work. Many athletic skill
lege degree.
Box #61—RECREATION MANAGE

Seeking position as recreation director
sistant in industry. Have degree in p
education and history. Acceptable mi
salary $5,000. Age 26. Married.
Box #70—RECREATION MANAGE

Young man with degree in recreation
employment in industry as recreation
tor. $100 a week, acceptable salary. A
Single.
Box #85—RECREATION MANAGE

Man with excellent recreation backg
as special services officer, U. S. Army,
position as recreation director, majo
dustrial corporation. Married. Three chi
Age, 48. Salary, $6,500.
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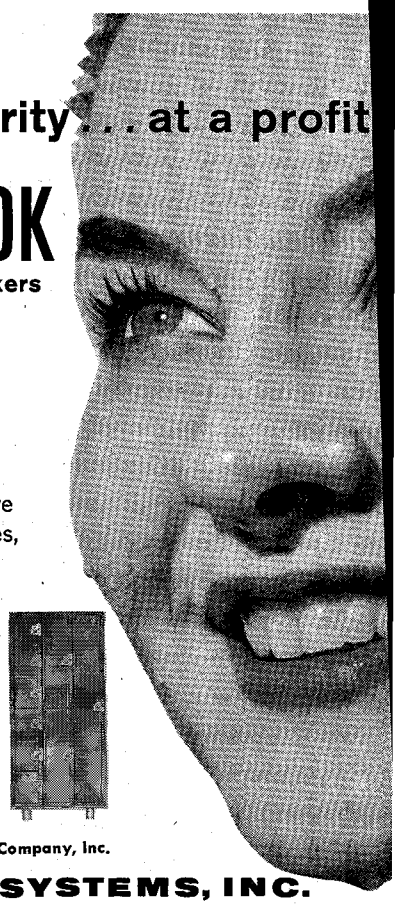
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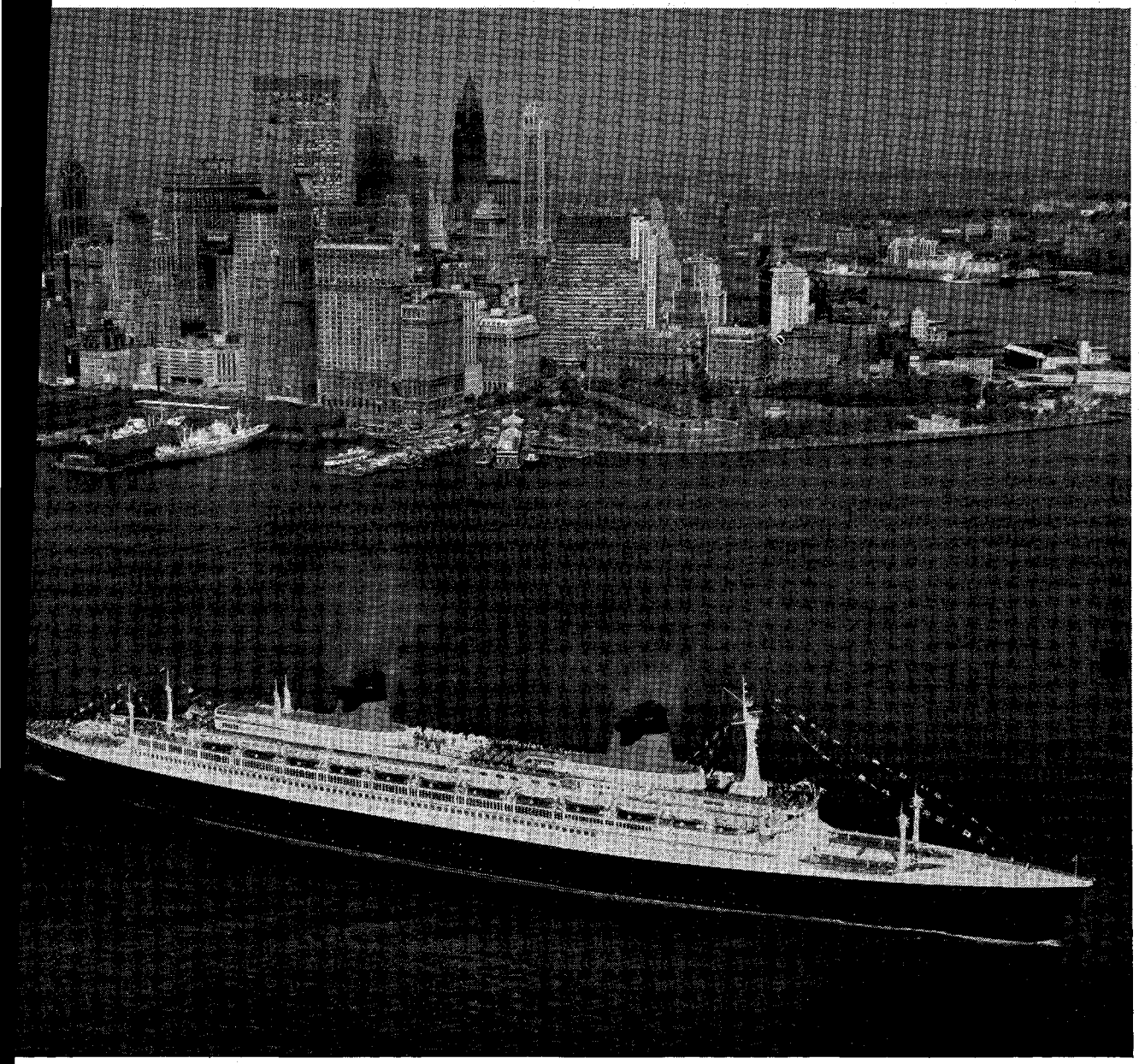
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American Express had its beginnings in 1841, when an enterprising young man named Henry Wells made a trip from Albany to Buffalo carrying a "shipment" of gold, silver, currency and valuable documents for a group of Buffalo businessmen. In those days, banks had few branches, checking accounts were in their infancy and nobody trusted bank drafts for large sums. The need for safe transport of valuables inspired young Wells to go into business for himself.

Before long Wells was transporting everything from oysters to plowshares. In 1850 three young "express" firms combined, forming the American Express Company and bringing Wells into association with another famous name —Fargo. The two personally established the colorful Wells-Fargo, which held a virtual monopoly on gold shipments and other cargo in the great days of the Wild West.

Wells and Fargo both stayed with American Express, however, and the range and scope of their business operations grew in leaps and bounds. In 1858, eight years after American Express was formed, it undertook its first travel operation. This consisted of booking and handling immigrants from Ireland to New York, and arranging to transport them West to work on the railroads. Money-order sales began in 1882, overseas freight service was inaugurated in 1888, Travelers Cheques were originated in 1891 and the company's first office abroad opened in Paris in 1895. And that was only the beginning—today American Express maintains over 400 offices throughout the world.

The modern American Express Company not only continues those original services but has added worl Travel Services, Overseas Ba Foreign Remittances, Foreig change, and even Customs Brok Subsidiaries and affiliates conduct seas Rent-a-Car operations (as w Armored Car and Coin Auditing ices). Last to join the "team," in has been the American Express Card—already the clear leader field.

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OCTOBER 1964
Volume 7, Number 8



This month, R/M honors NIRA's Certified Industrial Recreation Administrators. Each is a proven leader in U.S. or Canadian business and industrial recreation.

Recreation Management

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signs of the times...

LEISURE TIME EXPLOSION MAKES MORE SPECTATORS. One of the effects of increased leisure time in the U.S. has been the creation of the largest and most enthusiastic spectator sports following in history. In its 17th annual study of spectator trends, The Morning Telegraph and Daily Racing Forum noted that the average working man today enjoys 22 years more leisure time than his grandfather because of the continuing reduction of working hours. The big winners in the struggle for his time are the spectator sports of all kinds—plus the movies and TV.

U.S. JAYCEES SEEK FITNESS AWARD WINNERS. The United States Juni Chamber of Commerce is conducting a nationwide search for suitab winners of its second annual Physical Fitness Awards. The plan to single out people who have played important roles in the devel ment of community fitness programs during 1964. Nominations can made through any of the 5,100 local chapters by any interested citizen. Judging will be completed on a statewide basis by Dece ber 1, and national awards will be announced on January 1, 1965.

CASH IS MOST POTENT PRIZE LURE. The Reuben H. Donnelley Corp. has analyzed the records of some 1,400 consumer contests in its files, and found that the most successful contests—judged by the number of entries—are of the sweepstakes type. In these, the contestant does nothing but enter: no sentence to complete, no jingles to compose. the most potent lure in any contest is cash. Donnelley has found that prizes from $10,000 to $20,000 pull more entries for the sponsor than larger amounts. The biggest prize contest Donnelley studied was a sweepstakes run for Lever Bros. in 1954, which pulled more than 10.5-million entries.

COIN-OPERATED TRAP SHOOTING. A Chicago firm, American Trapshoote Inc., has begun a venture in vending which they hope will add gre impetus to the growing interest in trap shooting. The firm is pl ning to market a coin-operated shooting device for indoor or outd trap ranges. For two quarters, anyone who can handle a gun gets eight shots at clay pigeons that are electrically lobbed onto the range. The weapon which is intended to be used on this range is a smooth-bore .22 shotgun that fires scattershot pellets.

VACATIONS GETTING EVER LONGER. Vacation time totals three weeks or more for 70 per cent of U.S. corporate officials, Business Week reports. Nearly 30 per cent take four weeks or more. At the same time, a survey by the Dartnell Corp. covering more than 250,000 salaried employees, indicates that employees can look forward to longer vacations after shorter periods of service than formerly. Many firms allow a day of vacation per month of service, though a majority specify six months of service for a week's vacation.

WHITE COLLAR WORK FORCE ON THE UPSWING. Nationally, the office force will increase from the current 10 million level to about 12. million by 1970, according to the Research Institute of Illinois Institute of Technology. Computers will create 8.4-million more jobs by that date, a U.S. Department of Labor study predicts.

WHY A CAREER AS AN INDUSTRIAL RECREATOR

was John Fitzgerald Kennedy who said, "How we ıмericans spend leisure time might seem to have little ıg on the strength of our nation or the worth and ge of our free society. Yet we certainly cannot continue rive as a strong and vigorous free people unless we rstand and use creatively one of our greatest resources—eisure."

ıe of the problems in the leisure field—and in industrial ation particularly—has been interesting young people ıreers in recreation. More and more, there are signs of a r change in attitude about such careers and considerable interest in recreation positions with industry.

hat kind of future can interested youths find in indus- recreation? "Excellent" is the conclusion of a recent of the recreation field by Gerald M. Smith, a past- dent of the Wisconsin Recreation Association.

ılike many equivalent careers in the field of recreation, tudy reveals, the industrial recreation director has chan- of horizontal as well as vertical advancement open to That is, while a park supervisor, for example, or a bowl- ıanes manager may one day find it difficult to advance ıer within the structure of his organization, the ambitious g industrial recreation administrator may one day find elf as his firm's industrial relations manager, personnel ıger,. or employee relations manager. These horizontal ncement channels are available to him in addition to the ly vertical channels within the structure of his own ation department.

ıe study is released in a publication called "Exploring Future in Recreation, Parks, and Youth Services," h is designed to be used by high school students in de- ining their career goals. The book is one of 24 similar nes in ALP Publications' Sextant Series which cover other careers.

ch volume uses the same method of "personality pro- " which is designed to be a help to youths in determin- ɔersonal occupational goals. The young man or woman explores his own personal characteristics by answering ifferent items, then compares the results with each of the ational occupations in the book—to which the same in- are applied.

me of the conclusions which the study arrives at are revealing. For example, the *only* area in which the aspiring industrial recreation administrator must score "Excellent" is in his ability to organize and supervise the work of others. This is a condition written into the study because of the industrial recreation director's involvement with a great variety of activities, most of them run by volunteers.

The young man or woman who seeks a recreation assignment in industry must be above average in a variety of different personality traits, including the purely scholastic ability to cope with English and mathematics and the social abilities of cooperation, appearance, persuasion, tact, and friendliness. He must score a "Good" in such personal traits as initiative, courage, perserverance, reliability, and courtesy.

If the aspiring young student has a special liking for literature, social service, travel, as well as for solving sticky clerical problems he may well have an aptitute for the job. According to the study, the industrial recreation director should feel a strong need for dominance, security, prestige, creativity, and independence to make a go of the profession.

An industrial recreation director need only be "Fair" in the mechanical abilities, including "shop" courses in school, typing, manual dexterity, and physical coordination. He needs little musical experience, doesn't have to be a good thespian, and requires little sense of symmetry.

The recreation director's physical characteristics need not be exceptional. For example, he could be successful with worse than average hearing, eyesight, and endurance. In fact his general health need not be exceptional, according to the study.

The study makes another point about industrial recreation. The pay is good. Smith rates industrial recreation in a Category 4 pay level. The only careers in recreation rating higher pay are such specialized areas as city parks director, landscape architect, zoo director, and YMCA director. According to the study, the per annum pay of the industrial recreation director is somewhere between $8,000-$10,000—before adding up the benefits which most firms now provide for employees as a matter of course.

Industrial recreation, generally, has yet to catch up with the amazing growth of U. S. industry itself during the past several decades. High schoolers interested in careers in industrial recreation, however, can expect to see great strides made —even before they graduate from college.

SALUTE



NIRA'S CERTIFIED INDUSTRIAL RECREATION ADMINISTRATOR

When the Certified Industrial Recreation Administrator's program was inaugurated by NIRA in 1961, it became the first project of its kind to give national recognition to the recreation directors of U.S. and Canadian business and industry.

The CIRA distinction is one of two NIRA services which recognize excellence in the field of industrial recreation—the other being the association's Helm's Award Program, which cites the overall merits of a company's employee activities program.

The CIRA program is a much broader service. Since membership in NIRA is held not by individuals but by companies, CIRA is a means of giving recognition to *individuals* who have achieved professional status in the field of industrial recreation. Further, membership in NIRA is *not* a prerequisite for certification.

The program seeks to achieve the following objectives:

—To set high standards of performance in the field dustrial recreation—which are intended to complemen augment the standards which individual companies set f professionals on their staffs.

—To make available to industrial recreation administ on a voluntary basis, a formal procedure for recogniti personal achievement.

—To raise job requirements as well as the professiona tus of industrial recreation administrators.

—To give all qualified recreation leaders a new ide with their profession, as well as a voice in its affairs.

—To interest capable young persons in the profession.

As companies begin to set higher standards for the re tion personnel they hire, CIRA will become an even significant addition to an individual recreation administra portfolio. In this light CIRA is one of NIRA's most signif services for the industrial recreation profession.

How to Become a Certified Industrial Recreation Administrator

Recreation administrators can apply for certification in the CIRA program *(prior to January 4, 1965)* if they meet one of the following experience-training standards:*

- ☐ Five year's experience as a recreation administrator or supervisor, with a minimum of one year in industrial recreation, or—
- ☐ One year's experience in industrial recreation and a baccalaureate degree in recreation, or—
- ☐ Two year's experience in industrial recreation and a baccalaureate degree in a related field, or—
- ☐ Three year's experience in industrial recreation and a baccalaureate degree.

All applicants will be screened by a certification committee composed of a NIRA past-president and two members appointed by the current president. NIRA membership is not required.

Completed applications must be submitted with the $10 filing fee which will be refunded if the applicant is not accepted. The annual renewal fee is $5.

Certification on an Associate basis is open to recreation administrators in related fields and to retired industrial recreation directors.

Application forms and rules are obtainable upon request from NIRA headquarters, Suite 1864, 20 North Wacker Drive, Chicago, Illinois 60606.

*CIRA has a so-called "grandfather's clause" that waives a written examination on all applications filed prior to Jan. 4, '65.

the case with many other organizations which confer a of professionalism" upon its outstanding members, the program recognizes that professional and educational ments for recreation directors will become stiffer in years. It also takes into account that many extremely d men "stumbled" into industrial recreation when the ent was just beginning to gain nationwide favor a or so ago.

se individuals developed with their profession, honed epartments into finely tooled parts of their company's ee services program, and stand today in the forefront ustrial recreation.

h these men in mind, NIRA built a safeguard into the ed Industrial Recreation Administrator's program, a so- "grandfather's clause," by which prior to the cut-off a portion of the entry requirements will be waived in of the individual's experience in the field of industrial tion.

CIRA's case the requirement that will be waived is a n examination. The grandfather provision, originally uled to expire on January 4, 1964, was extended by NIRA's board of directors till January 4, 1965.

The potential of the CIRA program is great. Since its beginning a scant four years ago, membership has grown to more than 100. A look at the present list of CIRA's (they can be found elsewhere on these pages) will indicate the calibre of the men who belong to this exclusive NIRA professional society. All of NIRA's current board and officers, for example, are CIRA's.

Recreation directors who have not yet joined may be surprised to find, however, that their chances for becoming Certified Industrial Recreation Administrators are exceptionally good, especially prior to January 4, 1965. (Take a look at the certification requirements as listed elsewhere on these pages)

The CIRA program is expected to get a tremendous boost in the remaining months of 1964 as eligible recreation administrators across the nation and Canada rush to beat the January 4 deadline date.

The next two months will present professional industrial recreation personnel with their best chance to achieve NIRA's highest personal distinction as Certified Industrial Recreation Administrators.

CERTIFIED INDUSTRIAL RECREATION ADMINISTRATORS

, AUGUST J., President, Gus Albert Associates, ingdale, New York
NY, LON K., Recreation Director, Lockheed Em- es' Recreation Club, Sunnyvale, California
BLANCHE FARRENS, Recreation Supervisor, Calif. waiian Sugar Refining Corp., Crockett, California
S, WILLIAM ALLAN, Recreation Director, The Mc- on Industries, Ltd., St. Catharines, Ontario, da
MIN, LAWRENCE, Director of Recreation, Rocke- r Center, Inc., New York, New York
ROBERT J., Recreation Director, Grumman Aircraft neering Corp., Bethpage, New York
TT, GEORGE R., Secretary, Airco Association, Inc., Reduction Co., Inc., New York, New York
RD, W. W., 1015 Randol Mill, Arlington, Texas
MARY J., Rec. Dir., Distillation Products Indus- , Rochester, N. Y.
ORN, CHARLES E., Dir. of Rec., Goodyear Tire & ber Co., Akron, Ohio
, JAMES F., Employee Activities Coordinator, Con- ntal Casualty Co., Chicago, Illinois
A, MICHAEL J., Recreation Director, Minneapolis- line, Inc., Hopkins, Minnesota
E, BEN H., Chief Supervisor of Personnel, Ethyl poration, Baton Rouge, Louisiana
, MELVIN C., Director of Employee Services, ens-Illinois, Toledo, Ohio
BELL, EDITH, 1408 East Oakland, Bloomington, nois
DAY, R. FRED, Director of Recreation, General tors Corporation, Detroit, Michigan
OLL, F. EMMETT, 53 Walzer Road, Rochester, N. Y.
ER, MILES M., Jr., Recreation Director, McLean cking Company, Winston-Salem, North Carolina
WILLIAM F., Assistant Director, Riegel Community ndation, Riegel Paper Corp., Milford, New Jersey
Y, JOHN J., Supervisor of Recreation, Carrier Air nditioning Company, Syracuse, New York
IN, DAVID F., Manager, Activities & Services Div., uitable Life Assurance Society, New York, N. Y.
RRINGTON, H. J., President of P.E.R.A., Polymer rporation, Ltd., Sarnia, Ontario, Canada
K, HARRY W., Manager, Personnel Activities, Nor- nics, E.S.&E., Div. of Northrop Corp., Hawthorne, lif.
RK, WILLIAM H., Asst. Dir., Employee Activities, iladelphia Electric Co., Philadelphia, Pennsylvania
RAD, ARTHUR L., Vice President, Employee & Public lations, Flick-Reedy Corp., Bensenville, Illinois
GHLIN, JOHN R., Recreation & Welfare Representa- ve, North American Aviation, Inc., Downey, California
ICH, JOHN P., R. R. Donnelley & Sons Co., Chicago, linois
F, WARD L., Recreation Administrator, The Boeing o., Transport Div., Renton, Washington
NINGHAM, CHARLES H., Coord., Emp. Activities, . S. Dept. of Agriculture Welfare & Rec. Assn., Wash- igton, D. C.
IELL, MARTHA L., Director of Recreation, Nationwide surance Company, Columbus, Ohio
IS, FRANK B., Recreation Manager, Lockheed Em- oyees' Recreation Club, Burbank, California
L, LAWRENCE M., Sr., Manager, Personnel Activities, land Mfg. Div., GMC, Dayton, Ohio
CAGNIA, JOSEPH J., Federal Civil Service Oper. Eng., . S. Naval Air Station, Alameda, California
K, A. MURRAY, Director of Recreation, Dominion undries & Steel, Ltd., Hamilton, Ontario, Canada
DOWSWELL, WALTER, Recreation Director, Motorola, Inc., Franklin Park, Ill.
DOYLE, JOHN C., 24 Audubon Terrace, Rochester, N. Y.
EDWARDS, MARY CAROLYN, Recreation Administrator, Lockheed Employees' Recreation Association, Sunnyvale, California
FROWEIN, OSKAR, Recreation Director, Republic Aviation Corporation, Farmingdale, New York
GOIN, D. V., Recreation Manager, Chance Vought Corporation, Dallas, Texas
GORDON, PAUL C., Director of Employee Relations, ITT General Controls, Inc., Glendale, Calif.
GRANVILLE, BERT, Recreation Director, McDonnell Aircraft Corporation, St. Louis, Missouri
GRECO, DONALD R., Dept. Asst. Adm., Northrop Corporation, Norair Division, Hawthorne, California
GREENLAW, MARILYN E., Recreation Supervisor, Nationwide Insurance Company, Columbus, Ohio
GRIDLEY, CHARLES E., Project Manager, IBM Corporation, Lexington, Kentucky
HAGGERTY, CHARLES, Recreation Supervisor, Ford Motor Company, Dearborn, Michigan
HAMILTON, ROLAND W., Dir. of Rec., Union Carbide Chem. Co., South Charleston, W. Va.
HARRISON, PAUL C., 95 Lake Ave., Montrose, Pa. (Associate Retired)
HASLAM, CAMERON A., Recreation Supervisor, The Boeing Company, Seattle, Washington
HAUSOTTER, ALBERT N., Recreation Representative, The Boeing Company, Seattle, Washington
HONAKER, HOWARD BENNETT, Recreation Director, Faultless Rubber Company, Ashland, Ohio
JONES, RICHARD F., Supervisor of Recreation, Goodyear Atomic Corporation, Piketon, Ohio
KALMUS, GEORGE F., Executive Secretary, Teletype Club, Skokie, Illinois
KANARY, THOMAS, Director of Recreation, The Dow Chemical Company, Midland, Michigan
KELLOUGH, KENNETH L., Recreation & Welfare Administrator, North American Aviation, Inc., Los Angeles, Calif.
KING, NORMAN H., Recreation Manager, Lockheed-Georgia Company, Marietta, Georgia
KLANDRUD, CARL, Coordinator-Recreation, Allis-Chalmers Mfg. Co., Milwaukee, Wisconsin
KLAUS, LARRY H., 8778 Davona Dr., Dublin, Calif.
KLINGLER, KENNETH A., Personnel Manager, Consolidated Vacuum Corp., Rochester, New York
LA GRAVE, GERALD, General Supervisor of Recreation, Canadair Limited, Montreal, Quebec, Canada
LANDER, WILLIAM H., Adult Program Director, Y.M.C.A., Erie, Pennsylvania (Associate)
LESLIE, JOHN H., Manager, Employee Recreation, Minnesota Mining & Mfg. Co., St. Paul, Minnesota
LEUDKE, LAWRENCE E., Manager, Employee Recreation & Welfare, Milwaukee, Wisconsin
MARRS, S. M., Secretary, Staff Association, The Manufacturers Life Insurance Co., Toronto, Canada
MARTIN, HARRY KEITH, Welfare Recreation Adm., Atomics International, Div. of North American Aviation, Inc., Canoga Park, Calif.
MATLACK, GIRDLER M., Recreation Co-Ordinator, ARO, Incorporated, Arnold Air Force Station, Tennessee
McMICHAEL, HERBERT N., Program Coordinator, IBM Corporation—IBM Country Club, Poughkeepsie, New York
MENDOES, DIANE J., Coord. of Recreational Activities, Shell Development Company, Emeryville, California
MENDOZA, RAY, Supv., Emp. Services, General Dynamics/Astronautics, San Diego, Calif.
MERRELL, FRITZ J., Athletic & Recreation Supervisor, Olin Mathieson Chemical Corp., Pisgah Forest, North Carolina
MILLER, KARLA, Executive Secretary, Bristol-Myers Recreation Assn., Hillside, New Jersey
MITCHELL, EDWARD T., Recreation Supervisor, U. S. Steel Corporation, Gary Works, Gary, Indiana
MITCHELL, JOHN R., Chief of Employee Services, General Dynamics/Astronautics Recreation Assn., San Diego, California
MOORE, DUDLEY L., Rec. Dir., Cummins Engine Co., Inc., Columbus, Indiana
MOSS, ROBERT E., 107 N. Iowa Ave., Ogden, Utah
MOYER, C. JAMES, Executive Secretary, Kodak Park Athletic Assn., Eastman Kodak Co., Rochester, New York
NAGY, JULIUS, Cleveland Graphite Bronze, Div. of Clevite Corp., Cleveland, Ohio
NAISH, HERBERT S., Chief of Employee Services, General Dynamics/Pomona, Pomona, California
ORSINI, S. J., Recreation Director, E. I. du Pont Savannah River Plant, Aiken, South Carolina
PEEK, STEPHEN G., Executive Vice-President, Community Associated Clubs, Oneida Ltd., Silversmiths, Sherrill, New York
PELLEGRIN, CHESTER V., Supervisor of Recreation, Detroit Edison Company, Detroit, Michigan
POWERS, JAMES J., 225 W. 38th St., Los Angeles, Calif.
PULLEN, J., 88 Manor Road, East, Toronto, Ont., Canada
RECTOR, JACK B., Recreation & Welfare Adm., North American Aviation, Inc., Space & Information Systems Div., Downey, California
RUBENSTEIN, S. W., Director, Employee Activities, Philadelphia Electric Company, Philadelphia, Pennsylvania
SMITH, RALPH C., Supervisor, Municipal Athletics, City of San Diego, San Diego, California (Associate)
SMITH, THOMAS EUGENE, Recreation Director, Texas Instruments Incorporated, Dallas, Texas
SONNENBERG, EARL ELWOOD, Director of Employee Activities, Wyandotte Chemicals Corp., Wyandotte, Michigan
SULLIVAN, EDWARD P., Assistant Secretary, Airco Association, Inc., Air Reduction Co., Inc., New York, New York
SULLIVAN, JOSEPH T., Spec.—Employee Activities & Comm., General Electric Co., Chem. & Metallurgical Div., Bridgeport, Conn.
TAYLOR, DONALD R., Personnel Assistant-Recreation, The Hertz Corp., New York, New York
TURNER, ROBERT A., Coordinator, Department of Community Recreation, West Point Mfg. Co., West Point, Georgia
TURNS, ELEANOR, Director of Recreation, Nationwide Insurance, Harrisburg, Pennsylvania
TUTKO, JOHN G., Recreation Director Hq. USAF, Secretary of the Air Staff, Washington, D. C.
VARANESE, MIKE, Recreation Director, Lockheed Employees' Recreation Club, Burbank, California
WALLGREN, P. WARREN, Recreation Supervisor, Theo. Hamm Brewing Co., St. Paul, Minnesota
WALSH, RAYMOND J., Director, Kodak Office Recreation Club, Eastman Kodak Company, Rochester, New York
WEST, NEWTON E., Recreation-Personnel Manager, Helms Bakeries, Los Angeles, California
WILSON, FRED A., Manager of Employee Activities, Scovill Mfg. Company, Waterbury, Conn.
WORKMAN, ROSS F., Employee Services Adm., General Dynamics/Astronautics, Vandenberg AFB, California
ZIEVERINK, DANIEL H., Supervisor Employee Services, General Electric Company, Cincinnati, Ohio



A pair of employees from your firm could win an expense-paid trip to Puerto Rico on the fabulous Charles Goren Caribbean Cruise in NIRA's 1965 National Bridge Tournament. Both the North-South and East-West winners take the cruise, with perhaps a stop at beautiful Luquillo Beach (left).

Predict Upwards Of 5,000 Entries For NIRA's Big All-New Bridge Tournament

Plans to hold NIRA's 1965 Contract Bridge Tournament on a regional- and national-playdown basis were firmed up this month, with several major rules changes intended to substantially increase participation. Tournament Chairman R. Fred Canaday, General Motors, Detroit, estimates that the all-new version of the three-year-old NIRA tournament would conservatively attract more than 5,000 U.S. business and industrial employees in 1965.

The major change in the tournament is that **par hands have been discontinued.** During the first two years of the tournament, the par hands were used on an experimental basis, with the result that participation was not as high as it should have been. NIRA's tournament directors are now convinced that a greater number of bridge enthusiasts in business and industry can be served by a **straight** contract bridge event.

There are no changes in the eligibility requirements as worked out and approved by NIRA's Tournament Committee. Briefly, participation is extended to employees and retirees, as well as members of their immediate families, living in the same household, of NIRA member companies. Members of the "immediate family" are defined as including no more than 1) spouse, 2) mother or father, 3) sister or brother, 4) son, daughter, or legal dependent.

The all-new event has a different sponsor, the Whitman Publishing Co., Division of Western Publishing Co., Racine, Wis., one of the nation's largest manufacturers of playing cards. Whitman has agreed to assist NIRA with the myriad details and promotion required to make a tournament of this magnitude a resounding success.

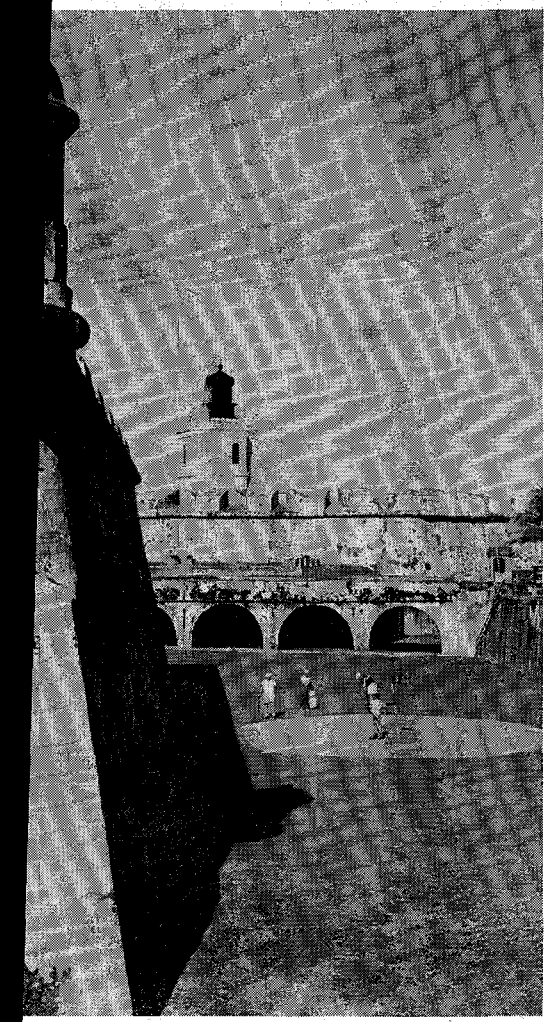
Another difference between the new and old NIRA b events is that in the 1965 tournament local games ma played **anytime** during the month of January. Previously, the now-defunct par event, it was essential that game played on the same night across the nation. In the 1965 e the NIRA game can be played on one of the local club's larly scheduled meeting nights.

Both the top and second place pairs in the tournament receive all-expense 13-day vacation trips on the fabu Goren Caribbean Cruise, which will sail during the mon January, 1966.

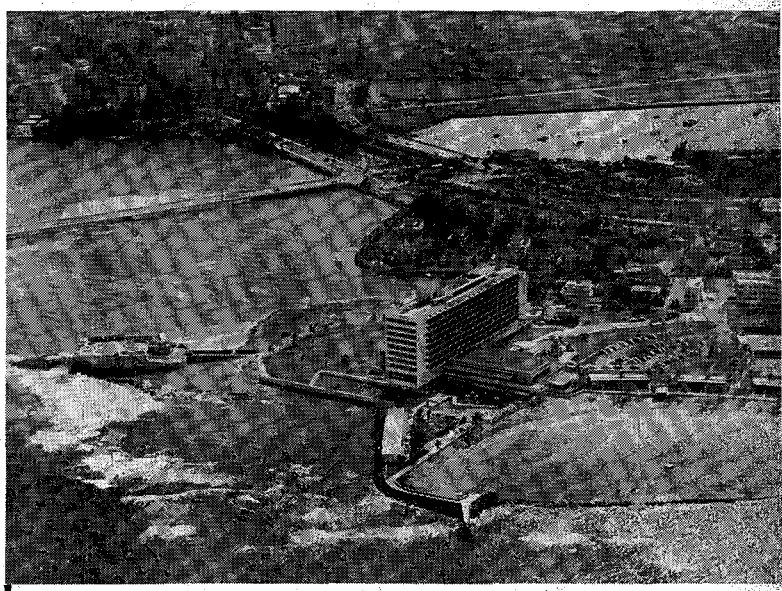
Canaday said frankly that the changes would mushroo number of participants in the tournament. "With the event," he said, "even a beginning pair could have a night and win themselves a trip to the finals."

Depending on the number of entries in a given NIR gion, several pairs could win expense-paid opportuniti play in the finals in Chicago, some two months after th gional events. The tournament chairman said that the nu of winning pairs from each region who qualify for the cago trip will be determined according to the following mula:

a. 250 to 550 entries (125-275 pairs) —1 pair to the finals
b. 552 to 950 entries (276-475 pairs) —2 pairs to the finals
c. 952 to 1280 entries (476-640 pairs) —3 pairs to the finals
d. Etc. by 320 entry groups



El Morro Fortress, near San Juan, Puerto Rico, (left) is now one of the world's most unusual golf courses. NIRA's 1965 bridge winners will see it as well as San Juan proper (below) as part of their prize trip to the Caribbean. Employees from NIRA-member firms across the country will participate in regional matches, with winning regional pairs flying at NIRA's expense to Chicago to play the national match.



ıe finals will be played at a Chicago hotel in three sessions ıe weekend of March 26-28, 1965. The finalists will play first session Saturday afternoon, a second session Saturevening, and the third and final session on Sunday after-. The festivities will close with an awards banquet, folng which the participants will fly home Sunday night. All matches, incidentally, will be conducted in the same as the local tournaments. There will be no prepared hands. ı its revised and revamped state, the NIRA Contract ge Tournament more closely coincides with the aims of association's other tournament events—to give as many ole as possible the opportunity to participate in nationwide petition.

nstead of the old prepared-hand bridge event, players oss the U.S. and Canada will deal their own hands and play egular duplicate game in exactly the same fashion as they uld at any other session of their club. Match-point scores l be converted into percentages. The two high North-South l East-West pairs from each local game will be matched inst similar high pairs from other firms in their NIRA mbership region.

Official rules and regulations, conditions of play, copies of tournament announcement poster, as well as the official ry forms have already been mailed directly to all NIRA mber firms.

For additional information on the tournament direct your estions to NIRA headquarters, % 1965 Contract Bridge urnament, 20 N. Wacker Drive, Suite 1864, Chicago, Illiis 60606.

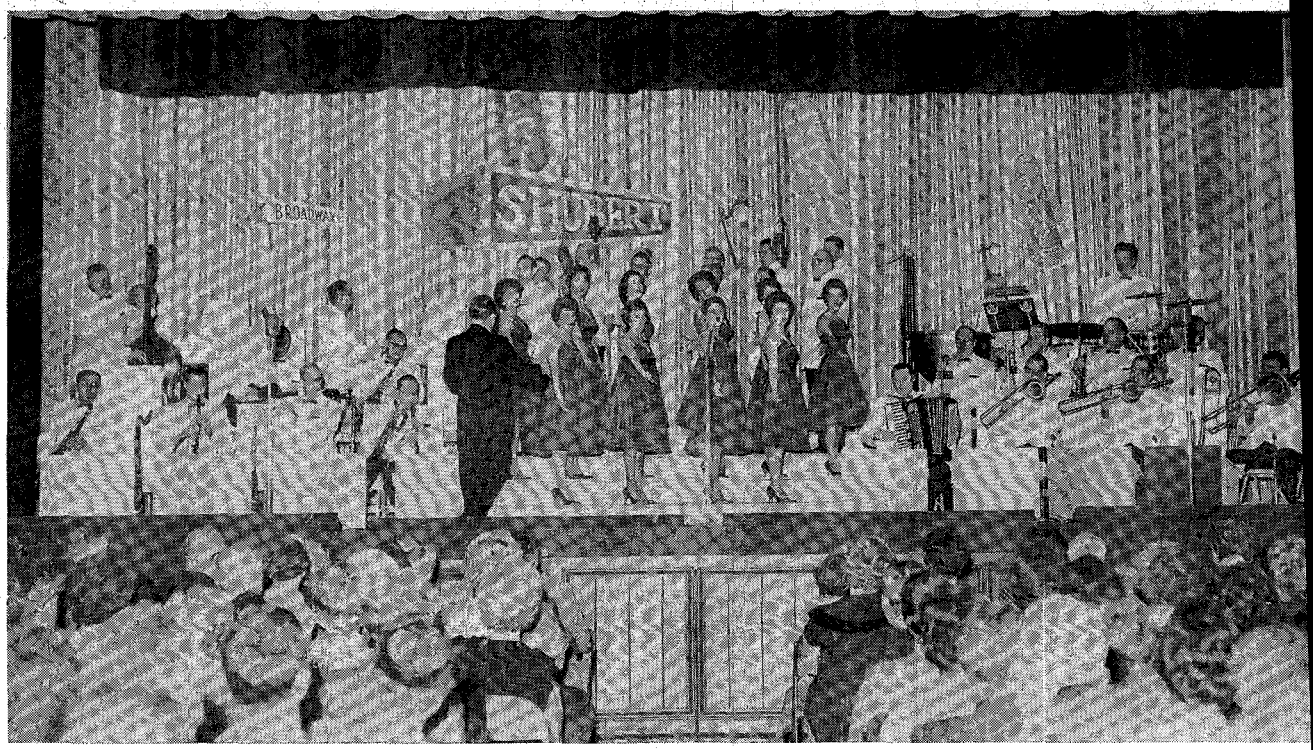
HOW A PAIR FROM YOUR FIRM COULD WIN A CARIBBEAN TRIP

in the
THIRD ANNUAL NIRA CONTRACT BRIDGE TOURNAMENT

sponsored by the
NATIONAL INDUSTRIAL RECREATION ASSOCIATION

and
WHITMAN PUBLISHING COMPANY

- ♠ They'll compete against players from approximately 250 other firms across the country during the month of January, 1965. They'll choose their own date.
- ♥ Winning pairs in each of the eight NIRA regions will have their expenses paid to Chicago for the national finals at the Sherman House on March 26-28, 1965.
- ♦ Players will deal their own hands and play a regular duplicate game *(not par)* in the same manner as they would at any other session of their bridge club.
- ♣ Pairs finishing first and second in the three-session finals in Chicago will be declared national winners, and all four will set sail in January, 1966, for an all-expense paid trip on the Charles Goren Cruise to the Caribbean.



This is the second in a series of articles on music for employees of U.S. and Canadian business and industry, written in cooperation with t American Music Conference. Above, Tony Werth, conducts the Allen-Bradley band and chorus in one of the Wednesday noon performances f which Allen-Bradley is noted. Werth's musicians give something like 90 separate performances yearly. Attendants at NIRA's 1965 National Co ference in Milwaukee will have the pleasure of seeing first hand why the Allen-Bradley group is highly touted as one of the finest amateur mus groups in the nation. The group has taken several extended tours.

Industrial Music Is Excellent Use For Employees' New Found Leisure

There are many sound reasons for including music in the recreation programs of business and industrial employees. With leisure time increasing at a faster rate than ever before in human history, companies would be well advised to begin and maintain amateur choral and instrumental groups, if for no other reason than to provide worthwhile activity for people who might otherwise waste away their new found leisure.

Some of industrial music's advantages make it unique as employee recreation. As directly opposed to a handicraft program or a company-wide table tennis tournament, for example, music can have public relations overtones.

Numerous NIRA member firms are currently making public appearances on radio, at civic events, before school and business groups—putting the company's name before outsiders through the auspices of the music program. Thus in addition to providing great satisfaction to the performing employees, music can offer management the double value of helping to personalize the company to groups of non-employees who perhaps thought of it only as a large, cold institution.

In most companies that now sponsor successful music groups among their employees, the "image building" potential of the program dawned on management only after long years of self-improvement within the music group. Management suddenly saw a vastly improved choru band, and from that day they were only too happy to approval for their groups to appear at schools, hospi and civic functions within their communities when quested.

Yet management is still reluctant to appear "pus Most companies have a recreation policy requiring tha terest in a program be expressed *first* by the employ Managment for the most part neither originates progr nor makes strong suggestions as to how they should be r In music's case, most companies will consider a music p gram only after a group has been organized and dem strates a creditable ability and serious intent to perform a consistently high level.

In almost all instances, of course, a company will spond to a petition for a music activity after a committee employees has made a survey of interest, indicating tha sufficient number of employees will form the char group. Recreation leaders should, of course, lend whate assistance their years of experience can offer in getting " terest finders" into the hands of the employees and in g ting organized.

The group of employees petitioning management f music activities should investigate the availability of lea ership, facilities, basic instruments, and all other deta

ill help management decide what cooperation they er in the project.

project, if it is to succeed, must be well-planned definite objective in view. As with other recreational ies, the financial responsibility should not be borne company alone. There is proven value in employees a share in the program in which they participate. lesirable that management and the employees work er in their own way to build something that repre- hem as a cooperative venture.

nerally, the company provides the facilities, time, ortation, and so forth, while the energies and talent from the employees. Funds from the recreation de- ent are used in most cases to help buy uniforms, basic ments, music and other essentials. Source of these , incidentally, isn't necessarily the company coffers. prospering recreation departments survive with funds ed them from vending machine profits or dues (the ge is $3 to $5 per year) which employees pay into the tion association annually. In addition, many a suc- l music group charges nominal admission at outside rts to augment their meager resources.

e person or group of persons making the initial over- for a music program should have specific music ac- es in mind—be it jazz combo, band, chorus, or what- He must make some decision as to whether the group be a performing group or merely play for its own ure. If performance is an important incentive to the p, then there should be some investigation of the per- lance opportunities that will not infringe upon the of the musicians union. There should be some thought to having enough yearly performances to keep up est in the group.

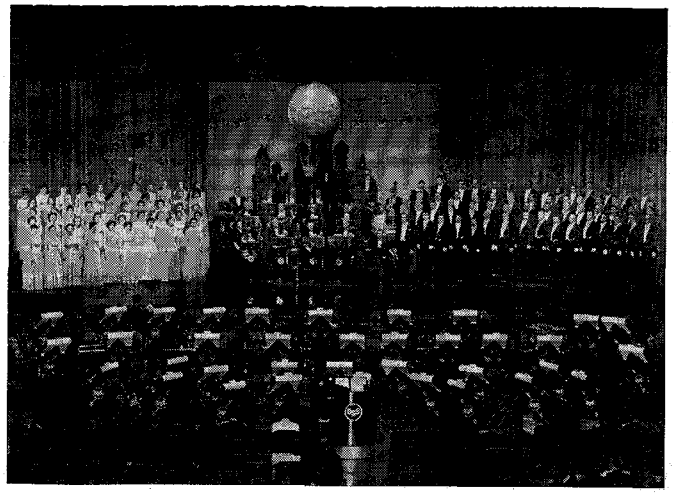
Children Participate

nother important consideration would be whether em- ees' children will be encouraged to participate in the ic activities. Some firms, in fact, sponsor activities ex- ively for the children and leave out the employees en- y. If this is the case, the recreation director will have to re management that the program is not a duplication he music programs in the schools of the community. re's little purpose in providing programs that are al- y available either for grown-ups or for children, gh there is a more serious problem in that regard in case of the latter than in the former.

erhaps the most important consideration after goals finances have been discussed should be the leadership he group. Whatever the talents of the individual who eventually head up the music group, he must be an ividual with considerable music ability, he must be able reate an atmosphere of recreation and fun, and he must e a lot of drive and enthusiasm for what he is doing.

ome groups, notably the jazz combos, string quartets, odwind or brass ensembles need no conductor. The nds, orchestras, and choruses do require conductors. ey should be well trained in the type of music the or- nization wishes to perform. It is not uncommon to find h leadership among the ranks of employees. This is al, but many of the companies with the most successful sic programs have had to go outside their own ranks to d someone qualified to fill the post of music director. He n investment well worth the expense of his salary.

For his part, the leader of an amateur band or orchestra st keep in mind that he is dealing with people of vary-



Edward P. Wells, music director for U.S. Steel's Gary (Ind.) Works, takes the Men's and Women's Glee Clubs and the U.S. Steel Orchestra through dress rehearsal for recent concert.

ing degrees of musicianship. The music performed must be such as to be within the ability of the least musical and yet of such quality to be a satisfying accomplishment for all. Gradually, the music can become more challenging and eventually the organization will develop a repertoire that will indicate a certain required standard of musicianship before one makes application to join.

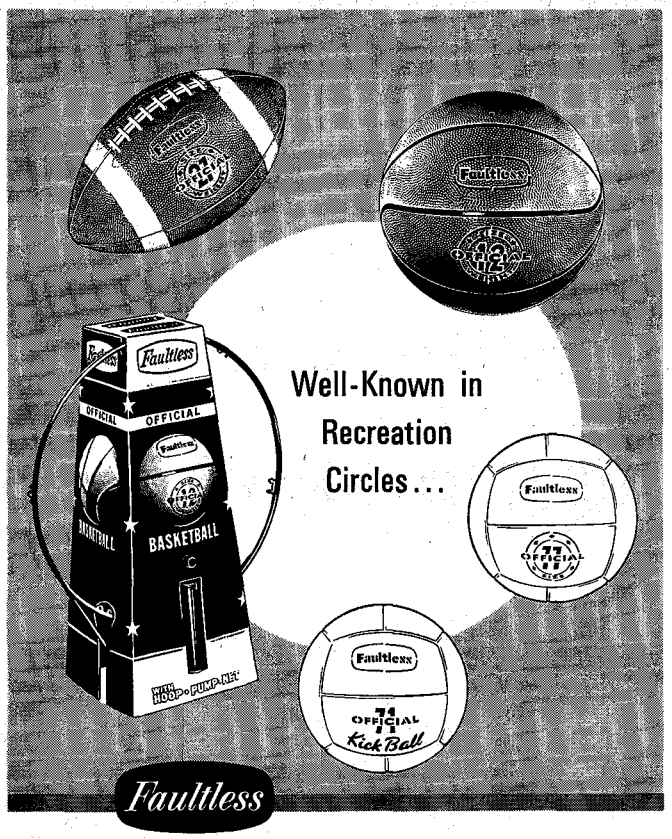
The chorus is another matter. No musical training is really essential for the singing groups of industry because the parts can usually be taught by rote, until with practice the group develops greater reading ability. There are usually enough singers anyway who can read music to help expedite the learning of parts and serve as a "crutch" for those who have to depend upon hearing their parts rather than reading.

Whatever the benefits of an industrial music program, it can only be as good as the men who head it up and only as successful as management's sanction is sincere. One thing is certain. For the company willing to make the effort, there awaits a rich harvest in employee and community goodwill.

QUALITIES OF A GOOD CONDUCTOR OF AMATEUR MUSIC GROUPS

Whether you find it necessary to go outside your firm to bring in a qualified conductor for your employee music groups, or whether there's a man on the employee rolls capable of being the company music director, here is a sampling of the qualifications he should possess:

- Be a good musician, skilled in rehearsing groups.
- Possess organizational know-how.
- Be reasonable in his musical demands.
- Be able to work with any combination of instruments.
- Project warmth and encouragement in his leadership.
- Be challenging but not unrealistic in his demands.
- Keep the recreational spirit in the activity.
- Keep the group enthusiastic and loyal.
- Display a personal interest in each member.
- Be punctual in keeping to the rehearsal schedule.



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CRAFTSMEN IN RUBBER

THE FAULTLESS RUBBER COMPANY
ASHLAND, OHIO

Woman's Club Takes Time Out for Charity At Goodyear Atomic

It takes active, enthusiastic people to make any fac recreation program function successfully. At Goodyear A Portsmouth, O., a women's club that finds charity the m warding recreation is a major inspiration to the com other activities groups.

"GAT" is a wholly-owned subsidiary of the Goodyea & Rubber Co., operating a gaseous diffusion plant at erally-owned site for the U.S. Atomic Energy Comm Operating offices for the plant are in Oak Ridge, Tenn.

When R. F. Jones, the firm's recreation supervisor, with GAT in 1953 he hardly had visions that a women' would steal the march on the recreation program he was missioned to build from scratch.

He started a golf program, as well as a bowling pr that numerically has developed into the most popular r tion the company sponsors. All of the more *ordinary* acti were begun under his tutelage.

Today, however, he believes that the key group in his program—the "heart" of it, you might say—is his wo club.

The women held their first organizational meeting in Membership was opened to employees, wives, mothers, si and daughters of present or deceased Goodyear Atomic ployees.

Having elected officers and adopted a constitution, women embarked on a nine year love affair with the H Hearts School, an underfinanced school for mentally reta children. At times since the club's founding, they have vided almost all of the financial support for the school.

The women's club is now in its ninth year. The first y membership was 62, and the club has maintained an a membership of approximately 50 members since then. Du the period it has raised more than $20,000 for charitable poses.

During the first four years the club turned its entire trea over to the school for operating expenses. By 1960, becaus the tremendous charitable instincts of the GAT women, school was operating in the black for the first time.

In 1961, the school was placed under the supervision Local Child Welfare Department. Since that time the wo have continued their charity work with such donations movie projector, several radios for school buses, three set tables and chairs, as well as school books and supplies.

Principle fund-raising projects for the women include annual bridge benefit, an annual Christmas dance, kid shows, and bake sales. When money was most desperat needed to keep the school in operation, a door-to-door can was conducted by the women.

The club is now expanding into other charitable enterpri including the sponsorship of a foreign exchange student, p chase of a sound system for the local YMCA, and the instal tion of a TV for the men's ward of the Portsmouth Receivi Hospital for the mentally ill.

Jones is justifiably proud of the girls' accomplishmer "This club has done a magnificent job," he says. "Not o have these women been an asset to our community, but t have been a model for all of our other clubs."

RA to Assume New Role Fitness Programs for Industry

ıigh level meeting of government, business, and recreation industry ıls took place in Akron, O., early in October to determine the role that :e industry should play in keeping Americans fit. It was a meeting that A officials had long hoped for on a topic which NIRA has long given priority.

sent at the meeting were the Hon- James A. Rhodes, Governor of Stan Musial, director of the Presi- Council on Physical Fitness; t Stewart, also a staff member of President's Council; Colonel Ted president, The Athletic Institute; tt Kaplan, Ph.D., representing the ican Medical Association; Adolph r, 1936 Olympic swimming cham- and R. A. Michaelson, president, eil Machine & Engineering Co. Rep- ting the field of industrial recreation Don L. Neer, NIRA's executive di- r.

ıe *Wall Street Journal,* in reporting ıe meeting, quoted Kiefer as saying "industry's biggest foe isn't the ıkety-blank competitor', it's absentee- "

mployee absenteeism, the *Journal* continues, costs U.S. industry $5 billion annually. (According to the Federal Reserve Bank of Philadelphia, U.S. industry spends only $1 billion for recreation, *one* of whose effects would be to reduce absenteeism.)

Television, spectator sports, and sedentary jobs have encouraged U.S. adults to be less physically fit. Don Neer, according to the *Journal* article, said that industry could hold the answer, if business executives would encourage physical fitness through organized recreation programs for employees.

Labor Department statistics and insurance surveys indicate that companies reap great benefits from such programs. In his summary, Adolph Keifer said that physical fitness, incorporated with a well-rounded recreation program will help decrease job turnover. Two of the three most frequent causes of job turnover, according to federal surveys, are fatigue and working conditions. The U.S. Bureau of labor suggests that $600 is a conservative estimate of the cost to the employer every time he loses one man and hires a replacement.

Interest in and acceptance of recreation for U.S. industrial and business employees has gained in recent years in management circles across the nation, but recreation cannot always be equated with fitness. Under the auspices of a new liaison between industry and the President's Council, it was hoped that interest in the fitness of business and industrial employees would get a new priority.

It was the concensus of those who attended the meeting that a self-governing program of voluntary physical fitness for employees would be preferable to a fitness program run by the government.

NIRA will play a key role in the future of the program which will be the result of the fitness conference. The impetus which will be given to the philosophy of industrial recreation by the program is expected to be considerable.

The *Wall Street Journal* feature quoted the National Industrial Recreation Association as espousing the belief that the morale of physically fit employees is unquestionally higher than that of the physically unfit.

Milwaukee Committee Plots IRA's Big 1965 Conference

NIRA's 1965 Conference Committee, ired by Carl Klandrud, Allis-Chalrs, is already hard at work plotting a rse for the association's annual conence and exhibit in Milwaukee, May 18, 1965.

A tentative program outline has been ıfted, letters have gone out to an imessive list of tentative speakers, and nmittee assignments have been final- d.

From NIRA headquarters in Chicago, the association staff this month was preparing a mailing to potential conference exhibitors.

Among the highlights of the 1965 Conference in Milwaukee, as already planned, will be a series of concurrent panels on key phases of industrial recreation; CIRA breakfast; NIRA Awards luncheon, and a bonus tour of Milwaukee breweries.

Keep posted to R/M for further Milwaukee Conference news.

NIRA Tourney Packet

NIRA's staff is currently at work on a "tournament packet" for the association's seven national events in 1965 to be distributed to all NIRA member firms later this year. In the packet will be complete information on each tournament, including rules and regulations, deadlines, prizes, promotion tips.

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NIRA Regional Meetings In Full Swing This Month

NIRA's Regional Conference program for 1964-65 gets underway this month with the Region IV Conference in Atlanta, Ga. The second meeting, NIRA's big annual Western Conference scheduled for Scottsdale, Ariz., will take place in February, 1965.

A meeting of Midwest recreation directors, scheduled for late October in Indianapolis, has been cancelled.

Firms who are already members of NIRA, as well as non-member firms with a strong stake in the recreation activities of their employees, are urged to send delegates to the regional meetings in their areas.

NIRA's regional meetings are the association's grass roots effort to spread the gospel of industrial recreation and introduce new companies to the value of professionally administered recreation programs for their employees.

REGION IV, Oct. 30-Nov. 1—Recreation directors of companies in Tennessee, North Carolina, South Carolina, Mississippi, Alabama, Georgia, Florida, as well as the New England and Eastern States were scheduled to meet in Atlanta, Ga., for the yearly Region IV Conference of NIRA.

A complete program including seminar topics, speakers, and conference extras, was mailed to all potential attendants this month. Chairman of the event is Norman King, recreation director for Lockheed-Georgia Co., Marietta, Ga.

REGION VII, Feb. 19-21—Perhaps the largest of NIRA's Regional meetings each year is the big Western Conference. Scheduled for late February, 1965, the event will be held in Scottsdale, Ariz.

Conference Chairman Ken Leonard, Salt River Project, Phoenix, Ariz. has planned a program featuring Fitness in Industry, Volunteer Employee Assistance, Management's Views on Employee Recreation, Industrial Recreation Councils, Financing the Recreation Program, and Travel Clubs in Industry.

Early arrivals will even participate in a golf tourney at Scottsdale's Country Club the day before t ference.

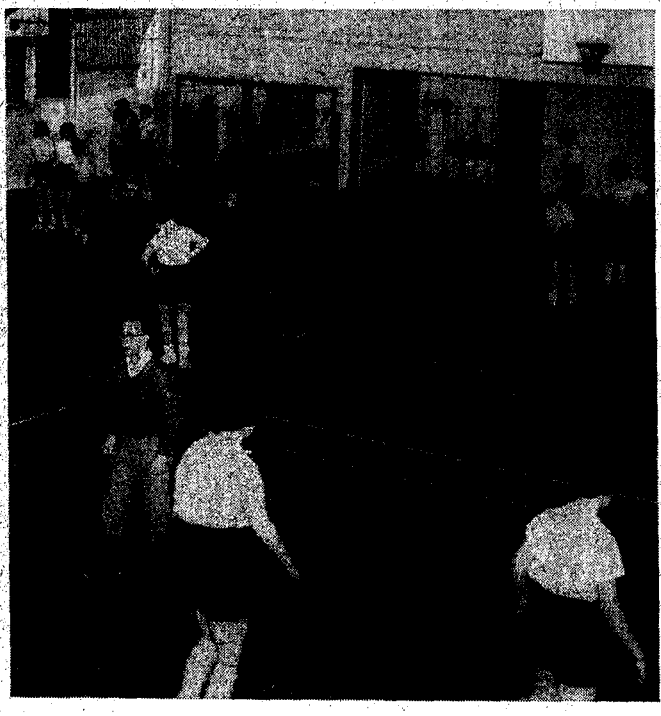
Meanwhile, NIRA announc month that a meeting of its Council would take place at a sit be determined in conjunctior Western Conference. (Also scl for that week: NIRA Rifle Ch Robert Utter's Utah Mountair hunt. See page 17.)

NIRA's Board Meets In Chicago, Oct. 23

As this issue of R/M went to NIRA's Board of Directors was sla meet at Chicago's Sherman Hou October 23-25, for their semi-a planning session.

Among the items slated for revi that time were NIRA's Helms A program; current membership and ices policies; choice of 1967 confe city; 1965 conference format, NIRAs' 1965 tournament packet.

A report on key action at the me will be carried in the November iss Recreation Management.



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Here's potent proof that TROPHY can "stand the gaff" multiple recreational use. The Chicago Roller Skati Company, in setting up a skating program for a school or re reation center gym, recommends a TROPHY finish. TROPH outwears ordinary finishes by two to three times . . . is easier maintain . . . effects substantial economies for you.

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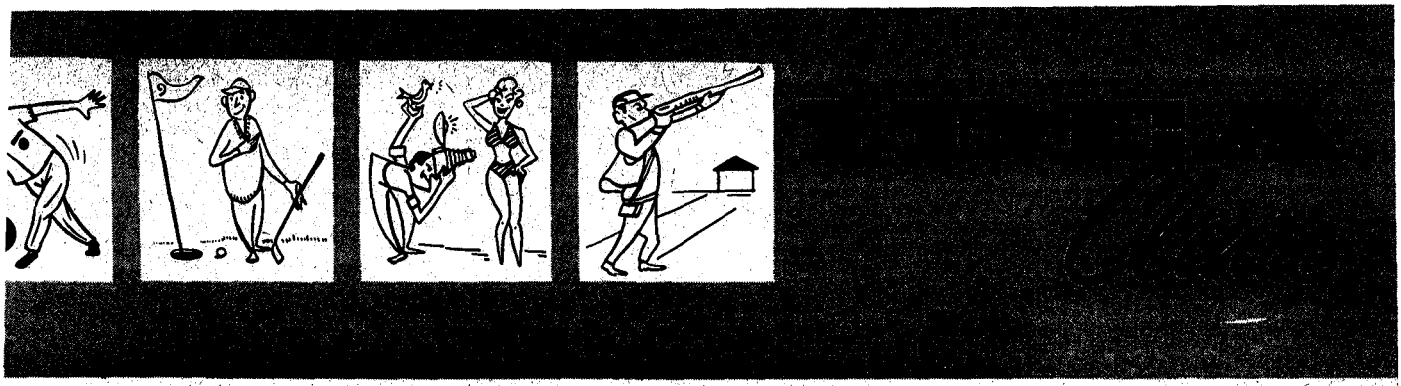


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or Those Avid Duffers—Electronic Golf

›ringing up around the country this autumn is a new game of indoor golf played on a computerized course—a good g for duffers who don't want to lose their touch during the eason.

he new golf game is called Golfomat, and it is about as ɜ as you can get to real golf without actually getting out legging it over 18 holes. It's not a driving range, though it become one at the flick of a switch.

: is an indoor installation that permits a player, or twosome oursome, to play a complete course, using all the standard ts with a full set of clubs and a regular ball.

The player tees off from a rubber tee on a rubber mat 18 feet ront of a double mesh nylon screen. Lighter nylon screens der each side of the fairway. Projected on the screen is the : hole on a golf course—Pebble Beach or Doral Country ıb, for example.

Next to the microphone and back of the screen, five photo-ctric cells are spaced evenly across the nine-foot space. As ball is hit, the sound of the impact is registered in the com-:er and the ball hitting the screen breaks a beam from a ɔto-electric cell.

The computer automatically measures the distance the ball ıld have traveled, showing the yardage immediately on the ɔjection screen. Thus if a person hits a 200-yard drive on a 380-yard hole, the next view he sees is the flag from 180 yards.

Iron shots are hit from a pad of nylon "grass" instead of a tee and if a player lands in a sand trap or water hole there is an automatic one-stroke penalty. The originators considered using real sand but decided it would be too messy.

Once on the green, the player either putts from a "birdie circle" or from long range, if he chooses. Actual putting is done on a "green" located in front of the screen on a lower level than the tee. Once a player holes one, he pushes a button which flashes the next fairway on the screen.

Ironically, the new game is the invention of a firm, Space Avionics, Inc., of Alexandria, Va., which makes highly secret electronics items for the U.S. military and which is now engaged in a major diversification program.

If there's a Golfomat in your area, it could present a good opportunity for an additional league activity for golfers unwilling to wait out the off-season.

Several Chicago firms reportedly are planning some sort of league activities at a West Side Golfomat for employees during the coming winter and spring.

Oh, yes. One final thing about Golfomat. There's no splashing through the local ponds or trundling through the roughs in search of lost balls. Just turn on the lights and pick them up off the "green."

AN EXCLUSIVE NIRA MEMBERSHIP BONUS

8 NATIONAL TOURNE

TOURNAMENT TOPICS

NEWS ABOUT NIRA'S COMPETITIVE EVENTS FOR U.S. AND CANADIAN BUSINESS AND INDUSTRIAL EMPLOYEES

FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOURNAMEN

It's a GM Year on North Manitou As Flaminio Wins Archery Tourney

It was a General Motors year on North Manitou Island in Upper Lake Michigan, when Forrest Flaminio and John Sharp arrived there on a late September weekend for three days of hunting and fishing at one of the Mid-west's finest sportsmen's haunts. John Sharp, General Motors of Canada, Oshawa, Ont., won the expense-paid trip to North Manitou by catching a record breaking 11 lb. 3 oz. brook trout (R/M, Sept. '64, p. 30).

Forrest Flaminio, who also won an expense-paid trip to the island, took top honors in NIRA's First National Archery Tournament, finishing the five week competition with a near perfect 99.65 scratch average.

The full story of the NIRA Champions' three exciting days on fabulous North Manitou will be carried in an exclusive feature in the November issue of R/M.

Archery Event Scores

In the NIRA/Archery Institute postal event, National Cash Register's Team #1 from Dayton, O., took top scratch honors in the team event, with Olin Mathieson Chemical, Pisgah Forest, N. C., and Falk Corp., Milwaukee, Wis., placing second and third respectively.

Handicap winners in the team event were IBM Corp. Team #1, Lexington, Ky., first place; Bundy Tubing Co., Winchester, Ky., second, and Kohler Co. Team #1, Kohler, Wis., third.

Final individual scratch standings had Flaminio first; Gene Caudill, Bundy Tubing Co., Winchester, Ky., second, and J. Riley, National Cash Register Co., Dayton, O., third.



John Sharp, left, NIRA's 1964 Fishing Champion, and Forrest Flaminio, NIRA's Top Archer as they looked on North Manitou Island. Full story of their trip will appear in the November issue of Recreation Management.

In the individual handicap, Jim Law, Grimes Mfg. Co., Urbana, O.] first; Bob Reed, Bundy Tubing Winchester, Ky., second, and S Housel, Martin Co., Orlando, placed third.

NIRA and The Archery Institu nounced plans this month to hol archery tournament again in 1965 basically the same format. A few r rules changes are contemplated an nouncement on them will be forth ing.

A list of the top ten in each div follows:

TEAMS

Top 10 Scratch

National Cash Register Team 1, Dayton, Ohio
Olin Mathieson Chem. Corporation, Pisgah Forest, North Carolina
Falk Corporation, Milwaukee, Wisconsin
The Dow Chemical Co. Team 1, Midland, Michigan
IMB Corporation Team 1, Lexington, Kentucky
Tokheim Athletic Assoc. Team 1, Fort Wayne, Indiana
Minnesota Mining & Mfg. 3-MAC, St. Paul, Minnesota
National Cash Register Team 2, Dayton, Ohio
Bundy Tubing Co. Bundy "B", Winchester, Kentucky
Bundy Tubing Co. Bundy "A", Winchester, Kentucky

Top 10 Handicap

IBM Corporation Team 1, Lexington, Kentucky
Bundy Tubing Co. Bundy "B", Winchester, Kentucky
Kohler Company Team 1, Kohler, Wisconsin
General Dynamics-Pomona, Team 1, Pomona, California
IBM Space Guidance Ctr., Owego, New York
National Cash Register Team 2, Dayton, Ohio
American Sterilizer Team 2, Erie, Pennsylvania
Tokheim Athletic Assoc. Team 3, Fort Wayne, Indiana
The Dow Chemical Co. Team 2, Midland, Michigan
Bundy Tubing Co. Bundy "A", Winchester, Kentucky

INDIVIDUALS

Top 10 Scratch

F. Flaminio, AC Spark Plug Division Milwaukee, Wisconsin
G. Caudill, Bundy Tubing Co., Winchester, Ohio
J. Riley, National Cash Register Team 1, Dayton, Ohio
H. Firestone, Tokheim Athletic Assoc. Team 1 Fort Wayne, Indiana
B. Duggin, Sandia Corporation Albuquerque, New Mexico
M. Paine, Minnesota Mining & Mfg. Co. St. Paul, Minnesota
L. Barker, Olin Mathieson Chem. Corporation Pisgah Forest, North Carolina
O. K. Smathers, Olin Mathieson Chem. Corporation Pisgah Forest, North Carolina
R. Park, The Dow Chemical Co., Midland, Michigan
C. McGriff, National Cash Register, Dayton, Ohio

(Continued on page 18)

Mail to NIRA: 20 N. Wacker Dr., Chicago, Ill. 60606 312 AN 3-6690

To Enter NIRA's Tourneys

Sir: Please send me more information on NIRA's—

Deer Trophy ☐ and/or Bridge ☐ Tournaments

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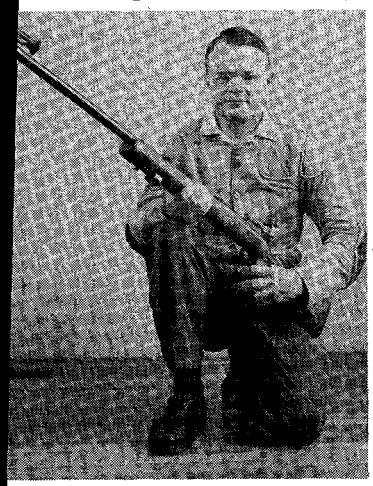
Name_____ Position_____

Address_____

City_____ State_____ ZIP Code_____

le Champ To nt Utah Lion

as NIRA and the National Rifle tion were planning the 1965 rifle competition for member Robert A. Utter, the 1964 Na- Rifle Champion was preparing for



UTTER

to the hill country of southwestern to hunt mountain lion.

er, an engineer assigned to Project Hibex Systems Engineering at The Boeing Company's Aero-Space Division in Seattle, Wash., is reportedly looking forward with great relish to his first lion hunt.

The NIRA Rifle Champ has done some varmint hunting in Idaho during his boyhood, some unsuccessful deer hunting in Washington, as well as jackrabbit shooting in Oregon and Utah, but admits to never having participated in a full-scale mountain lion hunt.

Utter told R/M this month that his winning the NIRA event is "proof that if a person of average ability fires enough shots, the law of averages will occasionally produce a decent score." Utter fired a 197 out of a possible 200 to win the event.

Utter will be the guest of the Desert Inn Ranch while in Utah. The full lion hunting facilities of the ranch will be put at his disposal during the hunt.

According to Mark Swain, a prominent Utah sportsman who helped NIRA arrange the prize trip for its top shooter, it's not unusual for a hunter to track a lion 40 miles on horseback in rugged country before bagging it.

Swain, who is director of sales for the Stardust Hotel, Las Vegas, Nevada, said when Utter bags a lion he will be serving the public interest as well as participating in an exciting sport, since the big cats are considered outlaws by sheep and cattle interests.

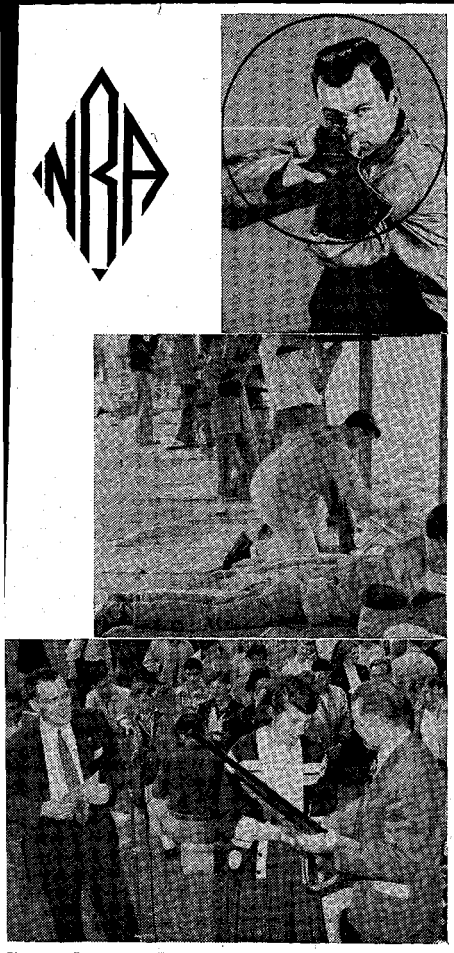
Before lion hunting became a sport in Utah, the U. S. Government even paid a bounty on the animals.

Utter takes over as national champion from Denny Wu, the NIRA champ from Ford Motor, Detroit, who won top honors twice—in 1961 and 1963. Ed Sommers, Goodyear, Akron, was the 1962 champ. Both men were awarded all-expense paid trips to hunt deer on North Manitou Island.

NIRA Bridge Is Better Than Ever

NIRA's Contract Bridge Tourney, a highlight of the association's tournament calendar for the past three years is back, bigger and better than ever.

Tournament Chairman R. Fred Canaday predicts greatly increased participation in the event for 1965. For full details, see major story elsewhere in this issue.



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Model 1411, not shown, is the same superlative Match 54 action in a U.S. match-type stock. Weight 11 lbs. $145 (sights extra; left-hand stock, $157).

Prices subject to change. For free full-color catalog, write Savage Arms, Westfield, Massachusetts 01085

Savage ANSCHÜTZ

Remington Team Takes Honors in Annual Armco Industrial Shoot

Remington Arms Team 1, Bridgeport, Conn., fired 234 out of a possible 250 to win first place in the Fifteenth Annual Armco National Invitational Industrial Trap Shoot.

The event, hosted annually by NIRA-member Armco Steel in Middletown, O., this year attracted 99 teams from U. S. business and industry.

Paul Harris, shooting for Buckeye Tool, of Dayton, O., emerged as "high gun" when he broke 23 additional targets in a shootoff with W. Emerick of Delco-Moraine, Dayton, who broke 21.

For information on how your firm can be represented in the Armco Invitational write Robert L. Bauer, Armco Association, % Armco Steel Corp., Middletown, O.

Top twenty teams in the event, nearly all of them NIRA-member firms, are listed below:

Final Squad Standing

Remington Arms Company, Inc. #1, Bridgeport, Connecticut	234
Armco Steel Corporation #1, Middletown, Ohio	233
Walz Motor Company & Alton Central Mold Shop #1, Alton, Illinois	233
Frigidaire Division, GMC #1, Dayton, Ohio	232
Delco Products Division, GMC #2, Dayton, Ohio	231
National Lead Company #1, Fernald, Ohio	230
National Cash Register #1, Dayton, Ohio	229
IBM, Supplies Division #1, Greencastle, Indiana	229
Frigidaire Division, GMC #2, Dayton, Ohio	228
Delco Products Division, GMC #1, Dayton, Ohio	228
Delco Moraine #1, Dayton, Ohio	227
Inland Manufacturing Division, GMC #1, Dayton, Ohio	227
Jos. E. Seagram & Sons, Inc. #1, Lawrenceburg, Indiana	226
Armco Steel Corporation #2, Middletown, Ohio	226
Olin Mathieson Chemical Corporation #2, New Haven, Connecticut	225
Olin Mathieson Chemical Corporation #1, New Haven, Connecticut	224
American Oil Company #1, Whiting, Indiana	224
Delco Products Division, GMC #4, Dayton, Ohio	224
Delco Moraine #3, Dayton, Ohio	224
Automotive Gear Division, Eaton Manufacturing Company #1, Richmond, Indiana	223
Steel Products Engr. Company #1, Springfield, Ohio	223
Twin Base Rod & Gun Club, Wright-Patterson Air Force Base #1, Wright-Patterson Air Force Base, Ohio	223
McCall Corporation #1, Dayton, Ohio	223
National Cash Register #3, Dayton, Ohio	223

NIRA Archery . .

(Continued from page 16)

Top 10 Handicap

J. Law, Grimes Manufacturing Co., Urbana, Ohio
Winchester, Kentucky
B. Reed, Bundy Tubing Company
S. Housel, Martin Orlando, Orlando, Florida
D. Clenney, Tokheim Athletic Assoc. Fort Wayne, Florida
E. Price, Kohler Company, Kohler, Wisconsin
D. Ryan, General Motors Corporation Warren, Michigan
M. Selby, Department of Army Welfare Washington, D.C.
C. Asher, IBM Corporation, Lexington, Kentucky
D. Duggin, Sandia Corporation Albuquerque, New Mexico
C. Marshall, IBM Space Guidance Center Owego, New York
K. Cargill, IBM Corporation, Lexington, Kentucky

NIRA Tourneys Shape Up for 196

NIRA this month finalized pla most of its 1965 tournament for member firms. All 1964 event be repeated. Except for the bridge t ment there will be no major chan these events.

Briefly, here are NIRA's current tourney-by-tourney.

BRIDGE—A detailed feature st the newly revamped and expanded N Bridge Tournament is contained on 10-11 of this issue.

RIFLE—January through April postal event for individuals and fou teams . . . Fire .22 calibre or air rif National and regional awards 'in trophy per each 15 competitors . . . rifle gets expense paid hunting trip.

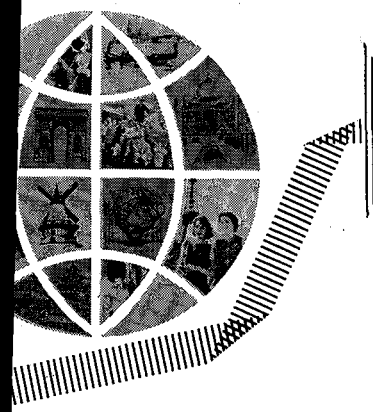
PISTOL—Conducted in conjun with NIRA Rifle event . . . details as above . . . Top pistol wins trip to tional Pistol Matches at Camp Perry.

BOWLING—As this issue wen press, NIRA board was about to fin plans for 1965 bowling event . . . De in next R/M.

FISHING—Postal event held du May, June, July '65 . . . Awards ce cates for monthly species, fresh and water divisions—Shakespeare tackle regional champs . . . Best catch wins pense-paid fishing trip to North Man Island, Lake Michigan.

ARCHERY—Postal event for i viduals and team shooters . . . Details event which will be held in Aug 1965, to be announced soon . . . Top wins weekend deer hunt on North M tou Island.

GOLF—As with 1965 bowling t ney, details on the new NIRA golf e will be announced soon.



LET'S TALK TRAVEL

NEWS AND VIEWS ABOUT ORGANIZING AND RUNNING EMPLOYEE GROUP TRAVEL ACTIVITIES, INCLUDING SHORT AND EXTENDED TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF INTEREST

RA'S Travel Council Meets in Chicago, ots Course for Growth of Group Tours

RA's 21-member Travel Council convened in late September at Chi- s Palmer House for a one day session to air some of the problems con- ing industrial recreation directors and employee clubs who are organiz- or group travel. Also attending were the NIRA Regular Members as- d to the association's Travel Committee, as well as a number of travel try figures who were NIRA's guests at the meeting.

e Travel Council is composed of travel experts from a number of g firms in the travel field, includ- major airlines, cruise lines, hotel anies, and tour operators.

atured speakers at the meeting were t Rotchford, president of Happiness s, Chicago, and James C. Gross, ex- ve director, National Association of el Organizations.

oss quoted Charles Gillett, execu- ice president of the New York Con- on and Visitor's Bureau and current TO president, as saying that the l industry would become the world's st industry within 25 years.

New Growth

illett, who is also a longtime mem- of NIRA's Travel Council, though in attendance at the Chicago meeting, quoted as saying that the new growth ravel would be caused by the greatly eased amount of leisure available to loyees, as well as by rising wages.

Speaking at the annual meeting of NATO this summer, Gillett told the nation's travel executives that "selling individuals on travel is a challenge to the industry, since a full 50 per cent take no annual vacation trip. People are afraid to travel, and they worry about making hotel reservations, dealing with travel agents, and about appearing to be 'hicks' when they arrive in the big city."

Travel Culture

For his part, Gross said NATO is backing the idea that travel is worthwhile because of what it can do for the individual, educationally and culturally. He said the industry should launch a massive effort immediately to simplify its travel schedules and stress the ease with which travel can be accomplished.

Gross also sketched the "See the U.S.A." program which his organization is sponsoring with the blessing of the U.S. Government. "See the U.S.A." is a massive campaign to make popular among Americans the idea of taking trips and tours within the continental U.S.A.

NATO has full support from most key Johnson Administration officials, and President Johnson has praised NATO for its efforts to "help Americans learn more about their country."

There are some sound economic reasons why the government is interested in "See the U.S.A." As far back as 1962, when President Kennedy sent his balance of payments message to Congress, he plugged for a program to encourage more U.S. travel.

Both presidents were convinced that a massive effort on the part of the travel industry to provide a better domestic/foreign travel ratio would be an important part of easing the tricky U.S. balance of payments situation.

To the objection that foreign travel interests might have negative feelings about the "See the U.S.A." plan, Gross said that the program actually compliments the "Visit U.S.A." plan which the U.S. Travel Service is sponsoring abroad and which is in favor with most foreign travel firms.

Make People Conscious

Anyway, he said, one of the primary

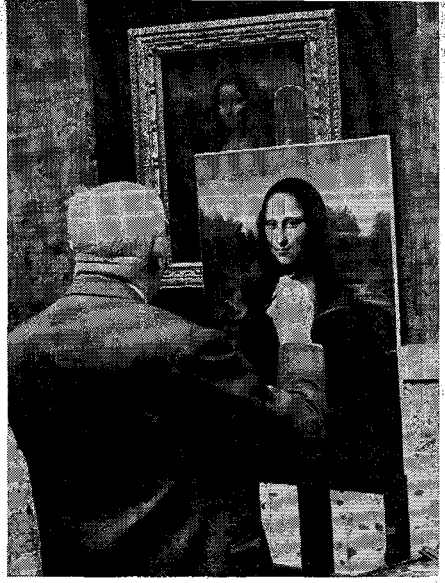
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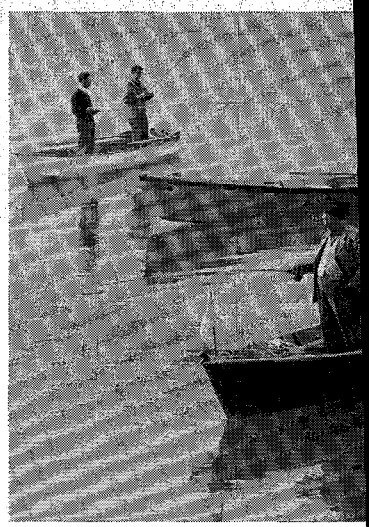
aims of the program is to make more people travel conscious—a result which is bound to benefit everybody in the long run.

Gross said that long term credit is essential to the future growth of travel. He ended with the prophecy that the industry will soon swing away from selling travel and sell instead what travel can do for the individual.

Stuart Rotchford, of Happiness Tours, said that in all his long experience in travel he has seen no activity grow with the speed and intensity that employee group travel has.

He pointed out that several years ago the employee group travel market was being billed as a $1 million per year industry, though recent studies have pegged it at least at $10 million, with the promise of doubling that figure by the time the final employee group tour has returned in late 1964.





Sheldon Auerbach, Equitable Life Assurance Society of the United States, New York City, was an all-expense-paid trip to Europe as top prize in NIRA's 1963 Camera Contest. Arrangement trip were made by NIRA through American Express and Lufthansa for the two week trip. Ar scenes he saw and photographed for R/M on his tour abroad were the Louvre (Paris), left, ar men plying a misty Swiss lake in the early morning.

80 Million Non-Travelers

Like Gross, Rotchford said he felt the industry had to do a much better job of telling people about travel than it has to date. He quoted recent estimates that 80 million Americans did not take a vacation trip in 1963. Millions more have never stayed in a hotel or been on a plane. Half of the seats on the transatlantic routes are usually empty, he said.

Rotchford said the industry should do much more to promote the idea of off-season travel, and promote trave erally, rather than each one pro his own individual interest.

Among other items for discuss the meeting, was the proposal to d some program or service for emp

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ve on their vacations. Services for al motorists, through a club or discount, have not really been al in America—though some Eu- plans that are in effect have been uccessful.

ne outstanding American excep- hat rule is the travel club of Pitts- ate Glass Co. which has a unique ment with many of its major cor- accounts (Holiday Inns, Hilton Avis Rent-A-Car) to allow group employees of PPG as they travel ually or in family groups. PPG's account relationship with these riented companies is not a condi- has in common with many other ms.

Travel Council agreed that more ould have to be done by the group area of developing group travel s for small companies, as well as ecialized groups in larger firms, hunting, fishing, or golf clubs.

group discussed again the do- air chartering issue that embroiled uncil at NIRA's Cleveland Con- e last May. The group that met in go in September was agreed that nd NIRA took in the August R/M e one it endorsed. Briefly that con- as between opposing viewpoints on s and who isn't eligible for passage *domestic* charter. (The section of regulations dealing with the ques- s purposely vague.)

e group reaffirmed its point of view he section of CAB regulations deal- with *transatlantic* charter eligibility the rule to be applied to domestic ers, and that each case would have to cided on its own merits.

Under certain conditions," the group d, friends and neighbors are eligible assage on domestic charters—even gh disallowed on transatlantic flights ding to the CAB code. The air car- whose responsibility it is to see that ules are conformed with, is still the erer's best source of information on ubject in a pinch.

ve Tour Leader nd Back Report

representative of a large Midwest ufacturing firm with a successful up travel program says he requires the lers of his employee tours—who are loyees of the company—to send back y reports from wherever he may be as tour progresses.

rimary advantage of this system, he , is that he and the company both w how well (or how poorly) the tour is going *while the tour is still going on.*

These reports help keep the tour operator on his toes, and if a problem develops which would require post-trip negotiations, the recreation director and the company are prepared for it well in advance of the return of the touring employees.

"Trouble is," he says, "once the problems are solved and the trip over, the participants are less apt to report the trouble. They tend to remember only the good things about the tour. Our travel program has improved and we are giving better service to our employees as a result of this new reporting system."

Enroute reports make it easier for recreation directors to anticipate trouble on future employee group tours.

Rates to Increase at N.Y. Hotels for 1965 Tours?

At a recent gathering of NIRA member firms, the recreation director of a large East Coast company said his firm had temporarily discontinued its yearly program of tours to New York City for the period of the World's Fair, because the hotel with which he had a longstanding relationship had substantially increased its rates during 1964.

Another NIRA recreation administrator related a quite different experience. His firm, he said, has also had an employee group travel program with New York City as a regular attraction, and he said hotel rates were about the same this year as in the past.

To help set the record straight, a representative of the New York Convention and Visitors Bureau—members of the NIRA Travel Council—said their organization had signed agreements with all New York hotels that rates would not be increased during the period January 1, 1964 to January 1, 1965.

He said that NIRA member firms which found increases tacked on to rates quoted during that period should report the rules infaction to the Visitors Bureau which, he assured the recreators, had the machinery at its disposal to deal with the errant hotels.

He pointed out that there's no guarantee that rates in 1965 will be the same as those in 1963 or 1964—but only that increases during the period of its agreement with the hotels were "illegal."

There's a good deal of merit to the idea of shopping around at a number of hotels to get "competitive bids" on hotel space, he said. There's enough competition for hotel business—even in New York—for any group of travelers to get an even break.

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Box #110—RECREATION MANAGEMENT

Recreation administrator with 22 years experience as manager of large industrial recreation department, seeks new position in personnel, recreation, special events, or public relations work. B.S. from Michigan. Age 52. Married, one child. Salary, $8,000.
Box #119—RECREATION MANAGEMENT

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Box #61—RECREATION MANAGEMENT

Young man with background and education in recreation seeks position in industry as resort director or recreation director. B.S. in physical education-recreation. Age 24. Married. $5,000 to $6,000.
Box #72—RECREATION MANAGEMENT

Man with excellent background in recreation and public relations seeks position in industrial firm as director or supervisor of employee activities program. B.S. in education. Married. Age 38. Five children.
Box #75—RECREATION MANAGEMENT

Man with excellent background and education in recreation, teaching, and public health seeks responsible position in industrial recreation. Masters from Oregon State. Married. One child. Salary open.
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Man with liberal arts and group work education seeks position as recreation in industry. Chicago location preferred. Married. Two children. Salary: $6,000.
Box #87—RECREATION MANAGEMENT

Man with excellent recreation background as special services officer, U. S. Army, seeks position as recreation director, major industrial corporation. Married. Three children. Age, 48. Salary, $6,500.
Box #88—RECREATION MANAGEMENT

Man with background in coaching an ing, as well as industrial recreation new position with industry. Age 41. M M.S. in Physical Education. Availa mediately. Salary open.
Box #81—RECREATION MANAGE

Young Man with B.A. in recreati physical education seeks position as in recreation director. Former Air Force Full time experience in municiple rec Married. Four children. Age 28. $8,500.
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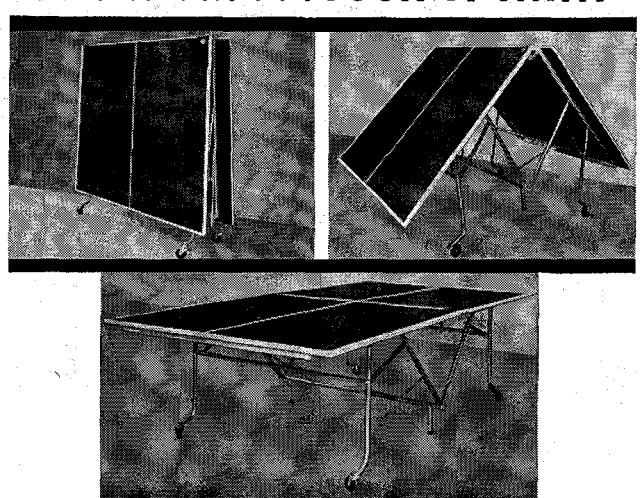
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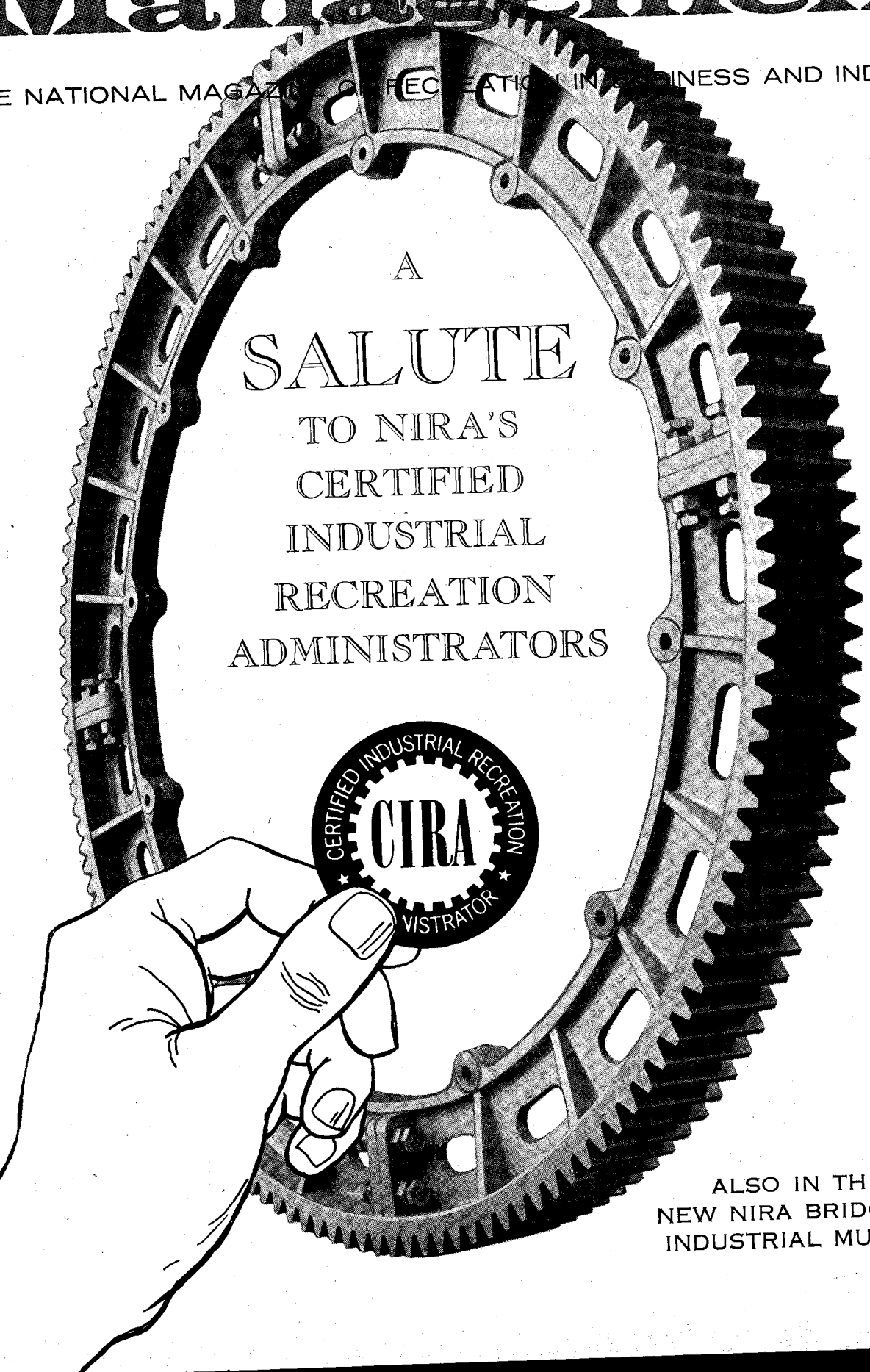
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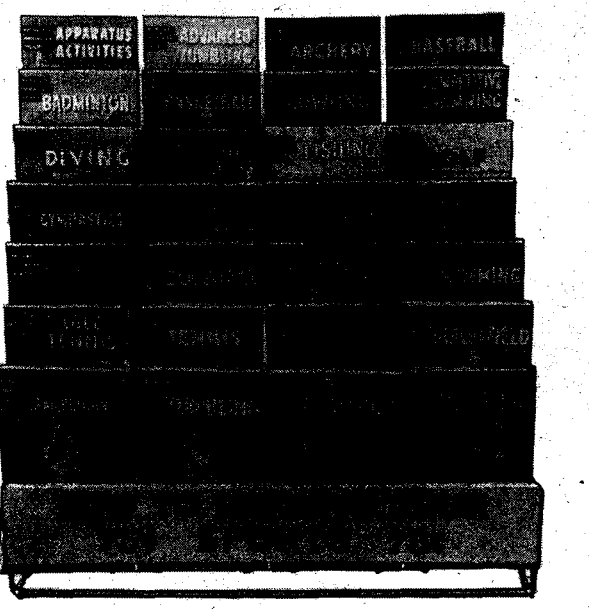
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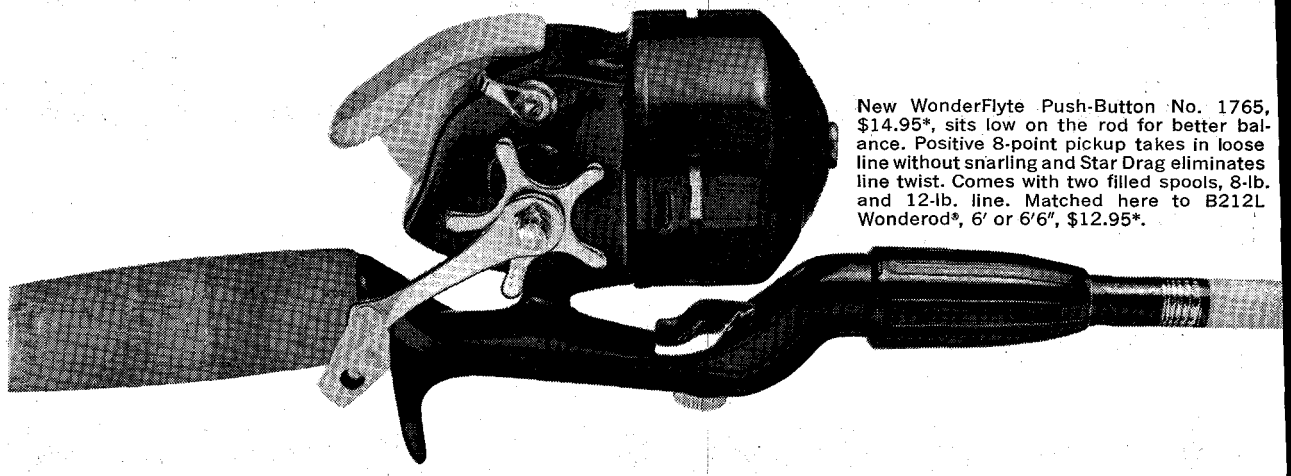




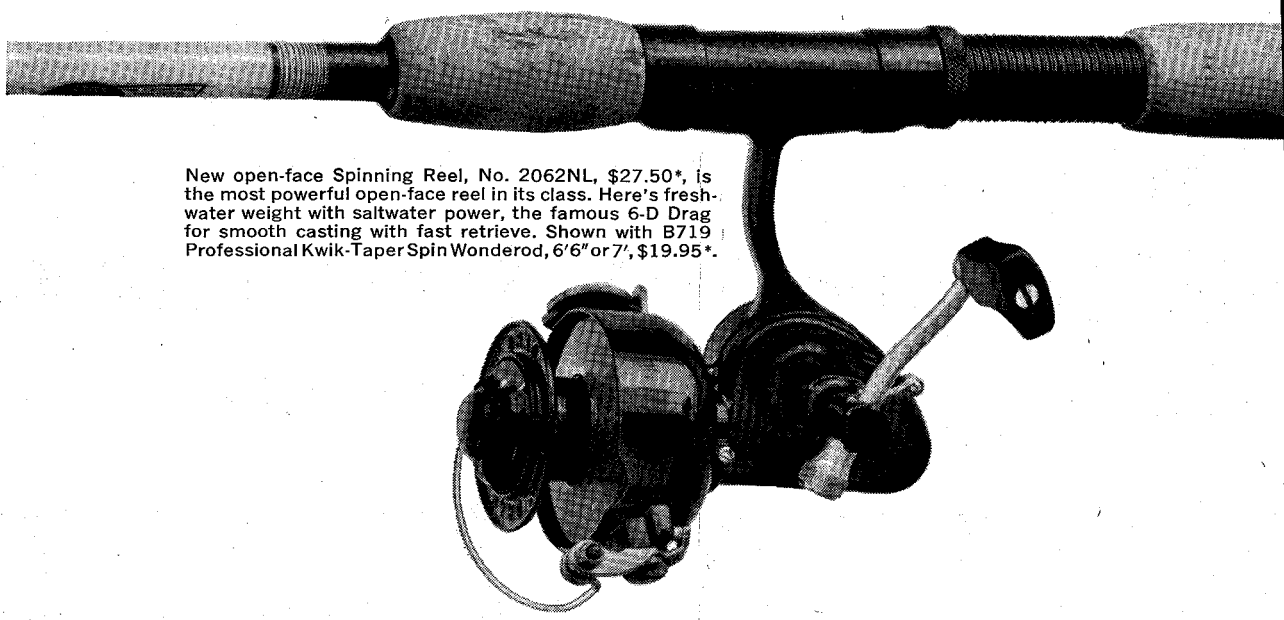




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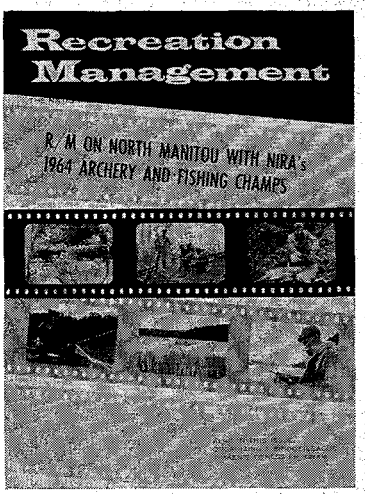
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NOVEMBER 1964
Volume 7, Number 9



Late in September R/M accompanied two NIRA Champions, John Sharp and Forest Flaminio on their exciting trip to North Manitou Island.

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signs of the times...

CAMPAIGNING IN THE PLANTS. With the elections safely behind us, some quiet reflection on the role of business and industry in the campaign is now possible. One very obvious trend that will be even more apparent in future elections is the effort corporations are making to encourage political activity in their employees. Perhaps the most common means is to encourage employees to give contributions to the political party of their choice. More than 500 companies, according to one recent report, now carry on such activities. Included are such old line NIRA firms as Ford, G.E., Equitable Life, U.S. Steel, Westinghouse, Aerojet-General, and Hughes Aircraft. Fund raising is just the beginning for many companies. Boeing and 3M, for example, have thriving political discussion groups, and many other companies schedule talks by local candidates. All this political encouragement it seems is less an effort on management's part to seek support for its political point of view as it is a manifestation of the growing belief that corporations share a large measure of responsibility for society. In education as in recreation, many now feel, companies must fill the gap left when individuals leave the schools and go to work.

FOREIGN TRAVEL UNPATRIOTIC? A recent Chamber of Commerce of the United States report noted that Americans traveling abroad last y spent $3.2 billion, while foreign visitors spent only $0.9 billio in the U.S. The net travel deficit was $2.3 billion, almost equal to the U.S. balance of payments deficit—$2.4 billion. There is a movement afoot to make American travelers feel a little unpatriot about the whole thing and to encourage foreigners to hurry up and their part. The Chamber points out that a curb on travel would no be the only way to cure the deficit and suggests to its members t selling more U.S. goods and services abroad might in the end be a more palatable solution.

INDUSTRIAL RECREATION JAPANESE STYLE. After the Japanese women won their impressive volleyball victory over the Russians in Tokyo last month, reports of how Coach Hirobumi Daimatsu did it began to filter out. Seems in addition to his Olympic duties Diamatsu is coach of the national-champion Nichibo Spinning Co. team, whose training he cheerfully suggests is "savage." The girls are billeted in dormitories at the Nichibo plant, where they do clerical work from 8 a.m. to 4 p.m. After work the girls begin volleyball at 4:30 and go right through until midnight with only one 15 minute break. A typical "exercise" is a tumbling acrobatic maneuver in which the girls hurl themselves to the floor to retrieve the ball—until they are so exhausted they can't get up anymore. At that point Daimatsu usually snarls, "Why don't you quit!" In Tokyo last month, they didn't.

LOOMING LEISURE PROBLEM. Longer vacations, shorter workweeks, earl retirement, and sabbaticals are all tangible evidences of the leisure-oriented future the U.S. worker faces. A study by the Chas Manhattan Bank shows that the worker has gained 19 more days per year since World War II. These additional days are divided thusly: a) 75 hours as the result of the declining workweek, b) 32 from added holidays, and c) 48 hours from expanded vacations. Dr. Richa G. Folsom, president, Rensselaer Polytecnic Institute, believes that increasing leisure time will be spent in education and in re-education, training and retraining, in order to keep up with the quickly changing trends and "to maintain our professional, or industrial, or personal status in the modern world."

STATEMENTS OF THEIR CONVICTIONS ABOUT THE VALUE OF RECREATION FOR THE AMERICAN WORKER BY THE NATION'S CIVIC AND BUSINESS LEADERS

hrough Recreation, Ve Can Encourage ompany Loyalty



by Bert S. Cross
President
Minnesota Mining
& Manufacturing Company

3M Co. is presently putting the finishing touches on its 365-acre em- ee park. Families come to golf, ski, picnic, or just romp. An 18-hole 72 course will operate full tilt next spring.



A balanced recreation program offers many benefits over and above its admitted contributions to physical and mental health. Let me cite just one example. We cannot buy loyalty, but we can encourage its development. Over the years, I have noticed that employees who participate in the activities of our 3M Club tend to remain with the company. The personal friendship formed with fellow employees at the golf course, the bowling lane, in the club room, or in adult education courses, almost automatically results in a feeling of belonging. This is particularly true when the employee's family has a full share in the program.

With this sense of belonging, the employee inevitably brings something extra to the job. That is important both to him and the company, because at 3M we have a strong policy of promoting from within. It is more than coincidence that without exception the officers and general managers of our company are members of the 3M Club and, like myself, have personally enjoyed the benefits of direct participation.

Further evidence, if any is needed, of our faith in the value of a family recreation program is our acquisition of a 310 acre tract of land conveniently located between our St. Paul and Hastings, Minn., plants. This area is being developed to accommodate the full range of 3M Club-sponsored activities. As always, the emphasis will be on family participation.

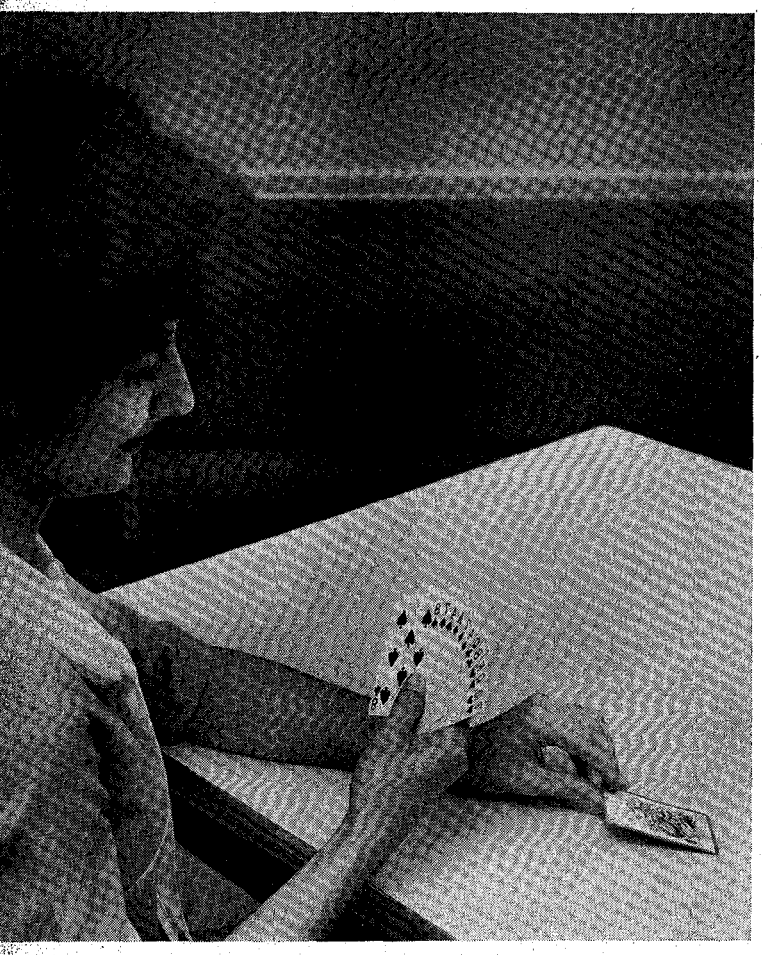


There's always a percentage of business and industrial employees who don't care a whit about the usual run of recreation activities—bowling, golf, softball, and the like. Provide them with the chance to play bridge, however, and watch those participation figures grow. You may even want to consider expanding the program to city-wide competition.

by R. FRED Canaday

How to Organize an Industr

One of the advantages of bridge is its low cost. A company lunch room will serve well as a meeting place, and outlay for equipment is minimal.



As any industrial recreation administrator will tell there is a sizeable group of people in every firm seldom participate in any recreation program, particula physical effort is involved. The members of this group, ever, are often very enthusiastic about card games.

The phenominal growth in the number of contract b fans in the past twenty years has prompted the springin of literally thousands of duplicate bridge clubs which on regular schedules and enjoy a consistently high attend

The growth of industrial clubs has been so great two national tournaments conducted by the American tract Bridge League now include a two-session event lin to industrial employees.

Industrial recreation administrators with thriving com bridge clubs may wish to explore the possibility of estab ing bridge leagues in their cities, with many firms partici ing. At least seven major cities in the United States industrial contract bridge leagues, limited to bona fide ployees of participating firms. These are usually team four events. Frequently winning teams are sent to nati tournaments by the league.

One of the advantages of the industrial contract bri leagues is the low cost of operation, especially on a participant basis. Bridge players, as opposed to *some* rec tional groups, expect to pay their own way. Perhaps reason for this attitude is the low cost per person even w participants assume *all* the expenses of operation.

Any person contemplating the organization of an indust contract bridge league should weigh the following poi carefully, if the bridge league is to flourish.

Initial Meeting. Invite personnel directors or recreat directors to an organizational meeting. Provide a ty written agenda for every person in attendance with c sideration for the following points: What is the ini



Perhaps the most important ingredient in getting an industrial bridge league organized is an enthusiastic organizer. Competitive teams can be enlisted from relatively small firms.

idge League

al investment required for equipment and supplies, ing cards, score sheets, and so forth? What is the cted annual cost of operation of the league? Where the league meet? Who will supervise the operation of eague? What portion of the league expense will be paid ne company? How often will league events be scheduled? t provisions are there for promotion and publicity?

ccommodations. Playing accommodations are usually to come by in industrial firms. Most company bridge s meet in company cafeterias or conference rooms where re or round tables are available. If such an arrangement ot practical in your plant, you'll find that most hotels a supply of bridge tables. Your league could either t regularly in one of their meeting rooms for a very ll fee or rotate from plant to plant.

efreshments. Traditionally, members of bridge clubs not use intoxicating beverages before or during a session he club. However, whether it is provided without charge t a modest 10¢ per cup, bridge players around the world and that coffee be available. If your league is rotating n plant to plant, the host company will probably provide refreshments without charge to the players.

ligibility. Most industrial bridge leagues require all yers to be employees or retirees of member companies. n-employee family members are usually welcome in com-y-sponsored bridge clubs, but industrial leagues seldom beyond bona fide employee or retiree status—male or nale.

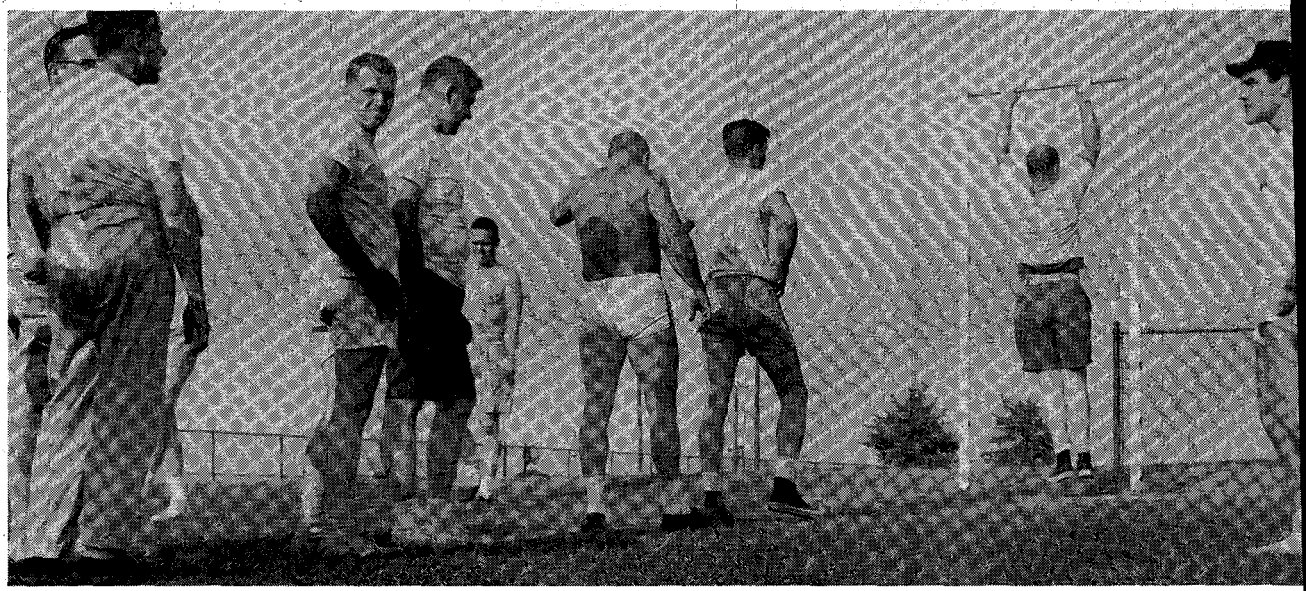
n leagues which restrict the number of team entries m a given company, their representative teams have ally won the privilege by finishing first in their company gues the previous year or in a series of qualifying ses-ns. A double-knock-out tournament is an excellent method such an elimination.

Awards. In addition to the usual trophies for winning teams, leagues which are members of the American Contract Bridge League may wish to consider the possibility of including a prize trip to the ACBL Summer Nationals. League membership in ACBL is $5 annually and entitles the league to award fractional Master Points at all sessions and a full Master Point at every fourth session. Leagues that can offer the Master Point incentive have proven to have much greater longevity than those without it.

Few industrial cities are so small they can't support a business and industrial bridge league. It will surprise most individuals who set out to organize such a league that competitive teams can be enlisted from relatively small organizations. Banks, insurance and real estate companies, wholesale distributors, law and accounting firms, retail department stores and others with rather modest payrolls are often in a better position to field a representative team than some of the large manufacturing organizations.

The most important ingredient in getting an industrial bridge league organized is an enthusiastic organizer or two, and four or five local organizations who recognize the employee relations potential in cultural, non-athletic, competitive employee recreational programs.

As reported in the October issue of RECREATION MANAGEMENT, NIRA's own National Bridge Tournament has been revamped and updated for 1965. Now member firms can participate in the Tournament on their regular league night, any time during the month of January, 1965. Regional winners could win expense paid trips to Chicago in March, 1965 to play in the NIRA finals. For more information, see the tournament section of this issue.



George Saimes, far right, former Michigan State All-American who now plays for the Buffalo Bills supervises a pull-up
for Timken Roller Bearing Co. employees who want to achieve fitness. Program was the idea of Timken "volunteers" who
Cleveland Browns Star Vince Costello to plan the program three years ago. Saimes has supervised it three summers r

Timken Enlists All-American To Run Employee Fitness Progra

In light of the new priority which is now being given to employee health, both by NIRA and by the President's Council on Physical Fitness, members of the National Industrial Recreation Association may find the example of the Timken Roller Bearing Co., Canton, O., of great value in planning their own employee fitness programs.

Attendants at NIRA's May, 1964 Conference in Cleveland had the opportunity to see the Timken Co.'s recreation park, as well as to hear a top management spokesman for the company cite the firm's philosophy of employee recreation.

By tradition, Timken is a sports-minded firm, and the company was a significant factor in determining the site for the Professional Football Hall of Fame, which is also in Canton. Earl Schreiber, the company's recreation administrator was elected the Hall's first president.

Perhaps because of the company's strong association with football and its concern for the value of athletics, it was only natural that when the decision was made three years ago to begin an employee fitness program the company enlisted George Saimes, then an All-American halfback from Michigan State, to supervise the job.

Saimes has now spent three summers at Timken. He plays a defensive back spot for the Buffalo Bills during the company's "off season." Terry Lucansky, former South Carolina basketball star, was enlisted to help out last summer, as the program gained momentum.

The idea for the program was probably generated by a small group of Timken male employees who had the typical space-age man's concern for the seemingly unconquerable growth in girth. The program was also made availab children of employees. Today most participants are i 14-to-18 age category.

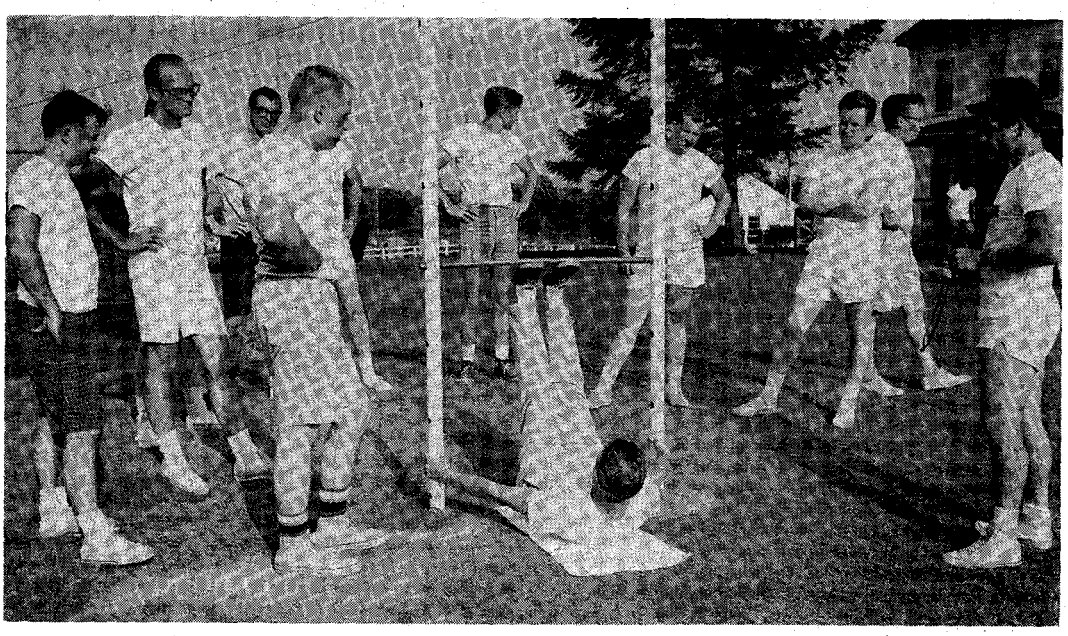
The program began simply as an experiment, bu now in its third year at the company's recreation pa Canton. The purpose of the program, of course, is to pr recreational activities and exercises which will contribu the physical development of the participants.

The program runs for two months during the su and includes such recreational pursuits as volleyball, ba ball, tennis, speedball, and soccer. For developmen strength and endurance, the participants engage in we lifting, isometric exercises, running an obstacle course spring running. Stiff workouts are held twice weekly two-hour periods.

Participants are given the Physical Fitness Test establi by the American Association for Health, Physical Educa and Recreation at the beginning of the program an the end to determine the amounts of progress.

The test measures the individual's ability to achieve following: throwing a softball for distance, running yards, doing sit-ups on a bar, and several other track-a field-type exercises.

Development of the program—in which Saimes got c siderable help and assistance from Vince Costello, Cle land Browns linebacker—was based on studies of physi exercise programs from Big Ten Universities and milit institutions. The Timken Company continues to meet challenge of the "softline" by offering to employees chance to be in good physical condition.



George Saimes, right, supervises isometric contraction. Increrasing participation made it necessary for Timken to hire Terry Luchanski, former South Carolina basketball star, to help out last summer.

n the idea for the program was generated by adults, Timken's fitness es are also open to employees' children. As a matter of fact, most pants last summer were in the 14-to-18 age category.



Fitness Manuals You Can Use

Available from the President's Council on Physical Fitness are the following manuals:

PHYSICAL FITNESS ELEMENTS IN RECREATION 25c

ADULT PHYSICAL FITNESS 35c

VIGOR: EXERCICE PLAN FOR BOYS 25c

VIM: EXERCISE PLAN FOR GIRLS 25c

Write: Superintendent of Documents
U.S. Government Printing Office
Washington, D.C. 20402



Forest Flaminio won the chance to go to North Manitou with an amazing 197 out of a possible 200 score in NIRA's First Annual Archery Tournament. Before dusk on the first evening of his island hunting trek he had bagged a deer, a spike horn buck.

Everett Hames, a trus
the island and a vice presid
Shakespeare Co., fish
Lake Manitou with NIRA's
fishing champ, John S
Sharp broke all previous record
an 11 lb. 3 oz. brook

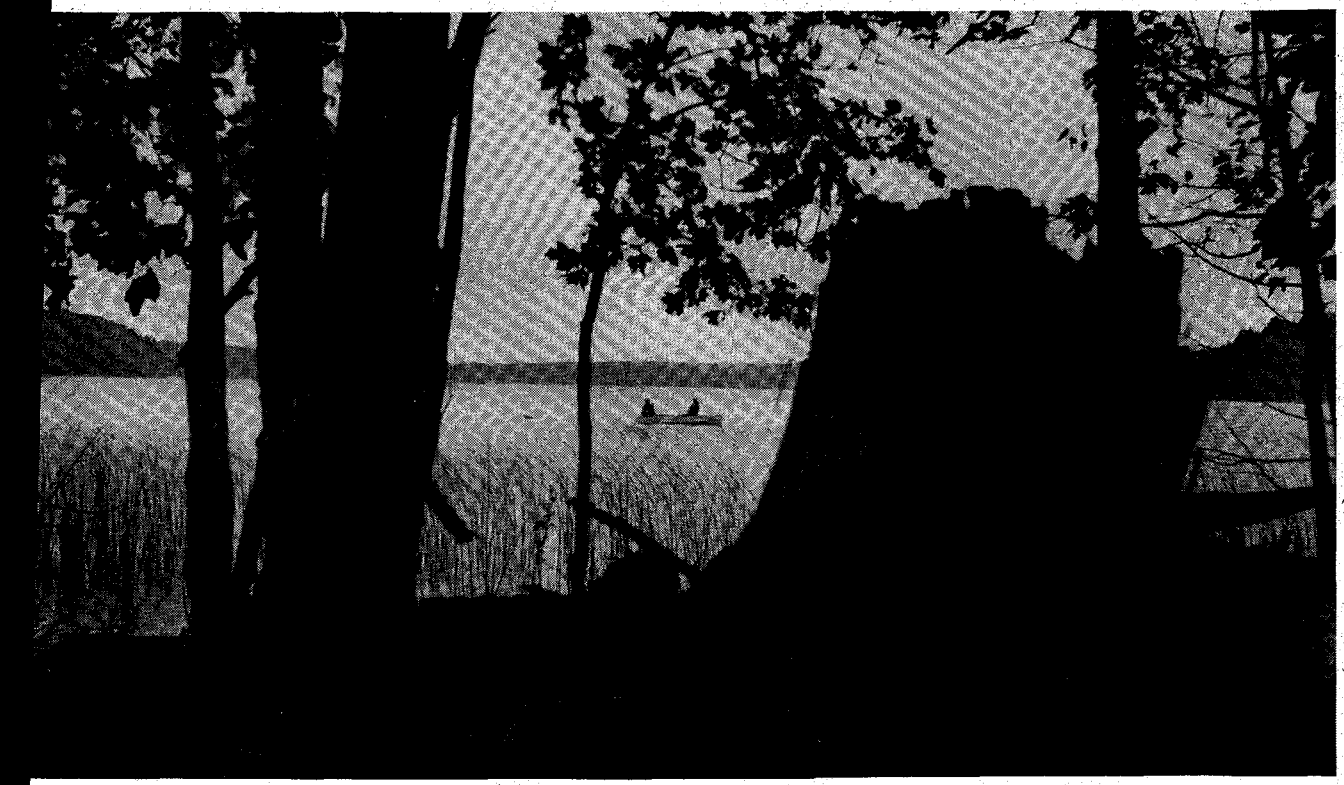
North Manit

As former NIRA Champions Denny Wu, Ed Somn
Bill Takke, Helen Worman, and Alex Forrester
attest, North Manitou Island, scene of the prize trip
NIRA's top shooter and fisherman in recent years, is a g
spot for hosting a hunting or fishing expedition. W
NIRA's top rifleman going on a mountain lion hunt in U
next February, industry's best archer teamed up with
fishing champion for the Manitou trip this year.

You can find North Manitou Island on your map tuc
up into one corner of Lake Michigan, about 42 miles fr
Traverse City and 300 or so miles by air from both Det
and Chicago. The island sports roughly 30 miles of sh
line and more than 15,000 acres of land. Perhaps less th
10 per cent of the land is cleared. The rest is forest.

In the center of the island is a 254-acre lake which is ho
to some scrappy smalmouth bass and some sleek tro
Aside from being a great fishing spot, Lake Manitou affo
the conservationist an unusual opportunity to study the hab
of its inhabitants, since probably fewer than 150 fisherm
ply its waters with their lures each year. Poaching is virtua
unknown. The island's isolated position takes care of that.

North Manitou is covered with beech and birch, ma
and aspen. In several spots orchards that are remnants of
era when the island was settled by pioneers still yield bon
ful harvests. In all, North Manitou has some of the fin
deer forests in the Midwest. The wood is deep and the la
rolling. There are plenty of potholes for hiding from b
weather, meadows for late evening and early morning brow
ing, and everywhere the moss-covered look of the for
primeval.



elcomes NIRA Champions

wenty-five years ago, long after most of the original ers had abandoned the island to nature, there were no at all on North Manitou. Somebody "planted" a herd of or so, and today there are several thousand. The deer treated well by the island's gamekeepers, who feed them 00 lbs. of pellet annually to bring them through the ter. Hundreds would die of the cold by March each year hout this special sustenance.

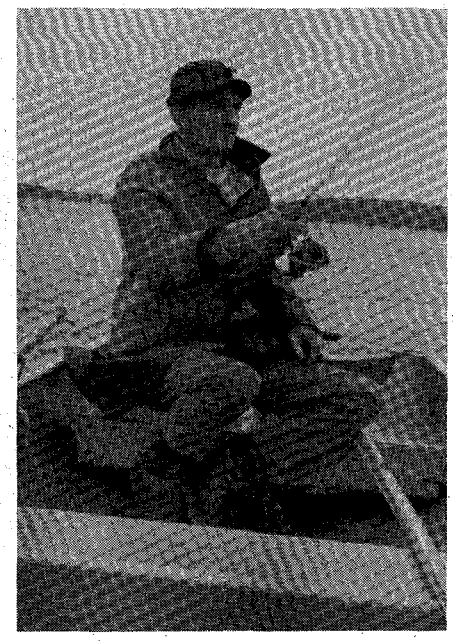
Like game everywhere, a per cent of North Manitou's deer st be harvested annually to assure a stable population and continued health of the herd. Thus several hundred ters come to North Manitou each year, stay a few days a week in the old Coast Guard station that has been con-ted into a lodge, and almost everyone leaves with a deer. The island is the property of the William R. Angell ndation, a non-profit organization named for the late sident of Continental Motors. The North Manitou Island sociation maintains the island for the foundation. Thus it's perfect spot for NIRA's hunting and fishing champions. is year Forest Flaminio, of AC Spark Plug Division, GMC, d John Sharp, General Motors of Canada, Oshawa, Ont., n., were winners of the all-expense-paid trip to the island. Flaminio won the trip with an amazing 197 out of a pos-le 200 score in NIRA's First Annual Archery Tourna-nt. He fired it on an indoor range, one of those new-ngled automatics that bring the arrows right back to you. rest was afraid NIRA's tournament administrators uldn't believe his score, so he asked the proprietor of the hery lanes personally to keep score for him during the four eks of the tournament.

It was a "General Motors Weekend" on North Manitou when NIRA Champs John Sharp (left) and Forest Flaminio arrived there in late September. Sharp works for General Motors of Canada, Oshawa, Ont., and Flaminio is employed at GMC's A-C Spark Plug Division, in Milwaukee.

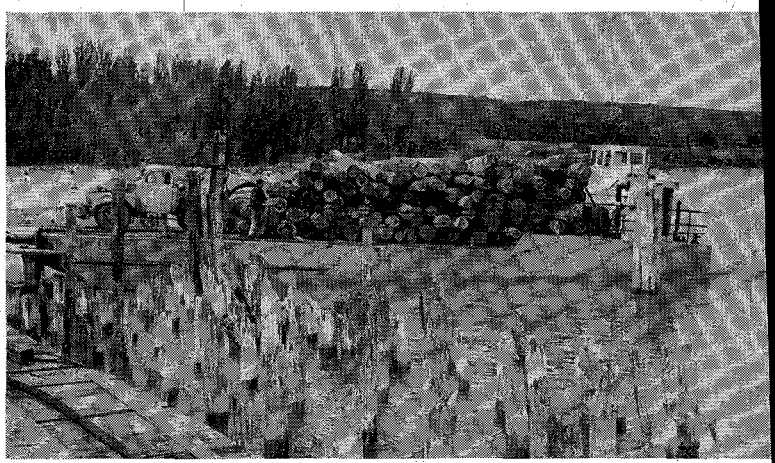




John Sharp (below) plied the waters of Lake Manitou in search of a fish that would better his record entry in NIRA's fishing tourney—in vain. Meanwhile Forest Flaminio (right, center) tracks mortally wounded deer with NIRA staffman Leo Rotelli and Clair, their North Manitou guide.



A major fueling station for Great Lakes woodburners before 1900, North Manito supplies a select market with choice logs, including enough to make most of Brun Corp.'s pins and lanes.



Forest is an enthusiastic bowhunter. He laboriously manufactures all of his own arrows, spins them on a thumb nail to check their straightness before each hunt. He will not hunt with arrows that don't measure up to his strict standards of accuracy. He also makes his own quiver and bowstrings.

In the several seasons that he has been bowhunting, he has more than a score of deer and a 437 lb. black bear to his credit. Forest is a stalker who likes to move through the wood while he hunts, rather than lie in wait in a blind for a deer to wander by.

Every few yards, he stops to scan the woods through field glasses. "With them," he says, "you can reach out that extra 20 yards or so and that's an advantage you need to see deer in the wild. I see more deer in a day than most hunters see in a season."

Flaminio wears a camouflaged outfit when he hunts and covers his bow with the same material. His arrows are a dull black, roughly the color of rotted twigs. He calls himself an "instinctive" shooter, because he draws his bow and shoots all in one motion, releasing the arrow automatically when his thumb grazes his cheek. He wastes no time "sighting in."

Flaminio bagged a deer on his first evening on North Manitou. Later that same evening, he underscored his ability as an archer by downing three racoon with as many shots as dusk was falling on the island.

John Sharp, NIRA's 1964 Fishing Champion, is equ an outdoorsman. He likes to hunt pheasant, ducks, partridge, but fishing is his forte. John comes from pr fishing country, and has made trips all over Ontario walleye, pickerel, lake trout, muskie, and smallmouth b

When he struck it big in the NIRA tournament he fishing in one of his favorite haunts in Northern Onta John's catch in the NIRA tournament easily scooped all ot entries. He netted an 11 lb. 3 oz. brook trout that gave h 771.5 tournament points (out of a possible 1,000) and se new record for the contest. The tournament high prior to t year had been a 685-point striped bass caught by Dean Cam bell, of Brookhaven National Labs.

Points in the NIRA fishing tournament, in case you wondering, are awarded on the basis of a species-by-spec comparison of fish entered with the world's record catch John's catch, for example, was a little better than thre fourths the size of the record brook trout—11 lb. 3 oz., compared with the world's record 14 lb. 8 oz. fish.

John Sharp, set a record that will not easily be beaten tournaments to come. But one weekend in September, 196 as he shared a billet with the champion archer of U.S. i dustry and piled the waters of Lake Manitou, he tried.



Recap of NIRA's 1964 Fishing and Archery Tournaments



o NIRA tournaments that have achieved great popu- among U. S. and Canadian employees are the associa- annual archery and fishing events. This year they d top billing—and their respective champions shared a —at North Manitou Island, site of the expense paid rize trip for both events.

RA's fishing tournament is in its 7th year and is co- ored by the American Fishing Tackle Manufacturers iation, whose staff diligently applies its slide rule to the ament entries to determine the relative merits of each A. J. Boehm and John Zervas, of AFTMA, oversee ourney for NIRA. The 1964 event broke participation ds, but nobody knows how many individuals didn't simply because that record breaker got away or eluded altogether.

IRA is grateful to its part time sponsors as well as to MA. The Shakespeare Co. plays a big roll with merchan- it awards to the salt and fresh water winners in each th of the tournament, as well as to the NIRA recreation ttor with the largest percentage of participation. Everett es, representing the North Manitou Island Association, responsible for securing the site for the prize trip.

Another tackle manufacturer, James Heddons Sons, annually presents a set of beautiful four-color prints of game fish to each of the NIRA specie category winners—27 individuals in all.

NIRA's Archery Tournament is in its first year of competition. That tournament saw more than 40 teams and nearly 200 individual archers sign up for the initial competitions. The event is sponsored by The Archery Institute, whose executive secretary, Richard Gallagher, oversees a staff that administers most of the technical details for NIRA.

A recap of top winners in both events follows:

FISHING

National and Monthly Winners

Grand Champion
Sharp, General Motors of Canada,
awa, Ont.—11 lb., 3 oz. brook trout ..... 771.5 pts.

Fresh Water Champ
Sharp, G.M. of Can., Oshawa, Ont.
lb. 3 oz. Brook Trout ..... 771.5 pts.

Salt Water Champ
Peck, Martin Co., Orlando, Fla.
b. Spotted Weakfish 592.6

Fresh Water Champ
Lehto, Sperry Rand, Sudbury, Mass.
lb., 3 oz. Striped Bass 687

Fresh Water Champ
rd Ashville, Martin Co., Orlando, Fla.
lb. Largemouth Bass 584.3

Salt Water Champ
Aerlyn Reich, AC Spark Plug, GMC.
waukee, Wis.—40 lb., 12 oz. Lake Trout 645.56

July Salt Water Champ
M. E. Peck, Martin Co., Orlando, Fla.
10 lb., 6 oz. Spotted Weakfish 683.16

NIRA Member with Most Entries
Clifford King, Jr., Martin Co., Orlando, Fla.

ARCHERY

TEAMS

Top 5 Scratch — Average

National Cash Register Team 1, Dayton, Ohio	96.25
Olin Mathieson Chem. Corporation, Pisgah Forest, North Carolina	95.18
Falk Corporation, Milwaukee, Wisconsin	93.41
The Dow Chemical Co. Team 1, Midland, Michigan	92.70
IBM Corporation Team 1, Lexington, Kentucky	92.16

Top 5 Handicap

IBM Corporation Team 1, Lexington, Kentucky	99.78
Bundy Tubing Co. Bundy "B", Winchester, Kentucky	99.34
Kohler Company Team 1, Kohler, Wisconsin	99.00
General Dynamics-Pomona Team 1, Pomona, California	98.04
IBM Space Guidance Ctr., Owego, New York	97.53

INDIVIDUALS

Top 5 Scratch

F. Flaminio, AC Spark Plug Division Milwaukee, Wisconsin	99.65
G. Caudill, Bundy Tubing Co., Winchester, Ohio	98.30
J. Riley, National Cash Register Team 1, Dayton, Ohio	97.85
H. Firestone, Tokheim Athletic Assoc. Team 1 Fort Wayne, Indiana	97.60
B. Duggin, Sandia Corporation Albuquerque, New Mexico	97.60

Top 5 Handicap

J. Law, Grimes Manufacturing Co., Urbana, Ohio	104.20
B. Reed, Bundy Tubing Company Winchester, Kentucky	103.90
S. Housel, Martin Orlando, Orlando, Florida	103.65
D. Clenney, Tokheim Athletic Assoc. Fort Wayne, Florida	102.80
E. Price, Kohler Company, Kohler, Wisconsin	102.45

NIRA Newsletter

VOL. 22, NO. 9 ©1964 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION NOVEMBE

Board of Directors Meet at Chicago In Key Policy Planning Session

In one of the most important planning sessions of its history, NIRA's board of directors met at Chicago's Sherman House in late October to discuss key association operating policies, review NIRA's membership and tournament programs, and set the stage for the association's upcoming national conference.

(A full report on NIRA tournaments as reviewed at the October meeting is included in the *Tournament Topics* section of this issue. In separate reports elsewhere in the *NIRA Newsletter,* board action on the NIRA Helms Award, CIRA Program, and 1965 Conference is chronicled.)

President Frank Davis, of Lockheed-California Co., who could just possibly end his term as NIRA's most-traveled president, noted in his report that he was the first head of NIRA to have the assistance of a capable president-elect to help with speaking assignments and other executive duties.

Davis himself, of course, has borne the major share of official NIRA duties, with engagements in Chicago, Atlanta, Dayton, Cincinnati, Rochester, New York, in addition to a number of stops in Western cities already to his credit. The president-elect system—with Charles Bloedorn, of Goodyear, the first elected NIRA officer to hold that position—was begun with the Cleveland Conference of NIRA, primarily to assure greater continuity in association programs from administration to administration. Bloedorn will automatically succeed to the presidency beginning at the Milwaukee conference next May.

A site for NIRA's 1967 Conf was determined at this meeting. F first time in the association's hist national conference will be held West—Los Angeles, sometime i spring of 1967. (Cincinnati, in you've forgotten, is the site of the national conference.)

One of the most significant re came from NIRA's Membership C man Larry Deal, of Inland Mfg. GMC, under whose leadership th sociation will carry on a vigorous membership campaign. The new will occupy the association for th mainder of 1964 and until the Mil kee Conference. It will be a grass effort by individual members to e new support for NIRA and will be ried on simultaneously with and i pendently of a major new membe drive operated from the association' tional office.

Deal's new drive is similar to the 1 64 membership drive—labeled "Op tion Tomcat"—which garnered som the most impressive membership gai date. In all, 45 new firms joined pric the last annual meeting. Each indivi in NIRA who brings in a new mem will be eligible for prizes to be awar in Milwaukee.

The National Industrial Recrea Research and Educational Foundation organization which NIRA began in 1 to provide scholarships and grants students and others involved in resea got a shot in the arm at the NIRA bo meeting. Granted a not-for-profit rul by the IRS last May, the NIRR&EF is pected to grow in scope in upcom months as educators and businessmen

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...ore award for its goal. The bro...
...signed by NIRA and approved ...
...oard will serve to acquaint mem...
...l others with these goals.

...ns Reactivated; ...rds Scheduled '65 Conference

...A's award to companies for over...
...ellence in the field of industrial ...on—Helms Industrial Recreation ...—has been officially reactivated ...year's review. Any NIRA member ...eligible for the award.

...plete information and forms for ...g the event will be mailed to ...rs soon. There will be five awards ...program, corresponding to NIRA's ...embership categories. In addition ...s one overall award.

NIRA review committee which ...d the Helms award reported the ...ing recommendations to the board ...ectors in October:

...hat judging be done on the basis of ...m improvement and growth, not ...arily related to facilities which a firm may or may not be fortunate enough to possess.

—that there be a three year period of ineligibility after a firm has won the National Helms Award.

—that judging be done by a committee composed of the NIRA president-elect, three former Helms winners, and one recognized leader in the recreation field who is not affiliated with NIRA.

The judging will be done and the awards made at the annual conference of the association.



Principals at the industrial recreation luncheon meeting in Akron, O., sponsored by the President's Council on Physical Fitness were (standing, l. to r.) R. A. Michelson, president, McNeil Machine & Engineering Co., Akron; Adolph Kiefer, former Olympic champ who is now president of Adolph Kiefer & Co., Northfield, Ill.; Olympic champ Harrison Dillard, now Cleveland sportscaster; Don L. Neer, executive director, NIRA; (seated, l. to r.) Col. Ted Bank, president, Athletic Institute; Robert Kaplan, Ph.D., director, physical fitness, American Medical Assn.; and Robert Stewart, administrator, President's Council on Physical Fitness.

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Dorado Hilton Hotel & Country Club, Dorado, Puerto Rico. 236-acre beachfront estate with 18-hole championship golf course, swimming pool and tennis courts.

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Virgin Isle Hilton, St. Thomas, U.S. V.I. Mountain-top paradise with fabulous views of the island and the sea. Swimming pool. Tennis courts. Free-port bargains.

Jamaica Hilton, Ocho Rios. Gem of Jamaica's beautiful North Shore. Swimming pool. Tennis courts. Golf available.

Trinidad Hilton, Port-of-Spain. The upside-down hotel, overlooking Port-of-Spain and the sea. Two swimming pools. Tennis available.

Acapulco Hilton, Mexico. Right on the beach, with acres of tropical gardens. Huge swimming pool with island-restaurant.

Continental Hilton, Mexico City. On the fashionable Paseo de la Reforma, within easy reach of all the excitements of this fascinating city. Bull fights, jai alai, Chapultepec Castle, all nearby.

Guadalajara Hilton, Mexico. An oasis of modern comfort in a beautiful Spanish colonial city, famous for its music and handicrafts. Swimming pool. Bowling. Golf and tennis available.

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The Nation's Press Took a Long Look at NIRA During the Past Year

Some of the best "notices" that NIRA has ever received were garnered from the nation's press during the past year in a flurry of journalistic activity which seems to indicate that writers and people in general are becoming more aware of the employee recreation movement. We can't catalogue all of our clippings here, but the main ones—in magazines that reach large, important audiences—appear below.

NIRA's first break came last April, when BUSINESS WEEK published one of the most important articles ever written about industrial recreation. The story quoted NIRA on the scope and growth of employee activities and profiles perhaps a dozen NIRA member firms with outstanding programs.

Three times during the past six months the WALL STREET JOURNAL featured NIRA and the industrial recreation movement. One feature dealt with the growth of employee group travel. Another commented on the employee morale factors of industrial recreation. The third featured fitness programs for U.S. industrial employees. All three prominently mentioned NIRA.

BUSINESS MANAGEMENT featured NIRA last May in a story similar in tone to the BW article. A number of NIRA member firms were profiled. NIRA's Helms Award was mentioned prominently.

During the NIRA Conference last May in Cleveland, one or the other of the local papers—or both—carried features on NIRA during every day of the meeting, and three NIRA members were interviewed on radio or TV.

During October, two eminent U.S. trade journals, the JOURNAL OF AMERICAN INSURANCE and MUSICAL AMERICA featured NIRA. The former stressed the importance of proper insurance coverage for employee activities, and the latter dealt with the state of employee music groups.

Not content to count its clippings, NIRA is currently negotiating with several other national publications on feature articles to appear in upcoming months.

There's a good chance that two or more of the books you commonly buy on the newsstands will feature NIRA again soon.

CIRA Applicants Rush to Beat Jan. 4 Deadline

A flood of applications for NIRA's Certified Industrial Recreation Administrator distinction has been experienced at NIRA headquarters in the past several weeks. The eleventh hour flurry of activity was expected by NIRA, since the CIRA program's "grandfather" clause expires on January 4, 1965. That clause waives a written examination on all applicants who meet the other CIRA qualifications.

After January 4, each applicant will have to take a written exam, presumably administered at future NIRA conferences, prior to receiving industrial recreation's exclusive "mark of professionalism."

Meanwhile the association's CIRA Committee, who convened in Chicago last month in conjunction with the fall board meeting of NIRA, has approved the applications of seven new C They are:

BRYDEN, EWEN L., Recreation Co-ordinat American Aviation, Columbus, O.
FORRESTER, THOMAS E., Recreation Director, Employees' Recreation Club, Burbank, Calif.
McGARR, STANLEY, President, CERA, Canad Montreal, Que., Can.
PRINCE, H. KENYON, Recreation Director, Employees' Recreation Club, Burbank, Calif
SHAFFER, DALE, Director, Employee Relation Remy Div., GMC, Anderson, Ind.
TELFER, J. G., Owego IBM Club, Owego, N. Y
WATTENBERGER, KENNETH, Sports Supervisor Burbank, Burbank, Calif. (Associate)
WRIGHT, GILBERT M., Recreation Supervisor, Kodak Co., Ltd., Toronto, Ont., Can.

In addition, three other recent C did not appear on the list whic printed in the last issue of R/M. are:

RINTA, ARNOLD W., Recreation Supervisor, Th Co., Renton, Wash.
ROSS, JOHN H., Employee Relations Admi Western & Southern Life Insurance Co., Ci O.
SHINE, EUGENE, Recreation Director, Clevit conductor, Waltham, Mass.

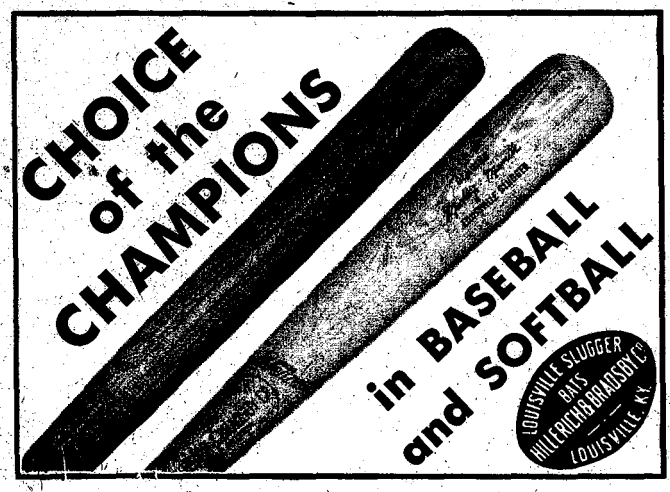
The CIRA's will again be featu a special section of the NIRA Me ship Directory to be published month. For information on how to for certification prior to the Jan. 4 line, write NIRA, c/o CIRA Pro 20 North Wacker Dr., Chicago 60606

Milwaukee Meetin To Be Biggest

Milwaukee Conference Comm heads were predicting this month NIRA's annual meeting in their t next May would be the Associati biggest conference ever.

Carl Klandrud, chairman of the ev said with a super-boost from the hea industrial Midwest and the 90-men Milwaukee County Industrial Recrea Council the 1965 conference would s record turnout.

Countless hours of NIRA staff committee effort have already gone the preparation of the annual meetin one of NIRA's most significant serv for members.



One of President Frank Davis' Midwest stops on recent cross-country jc for NIRA was Milwaukee, where he attended an awards banquet at Al Bradley. L to R: Davis, Andy Thon, executive secretary of the Milwau County Industrial Recreation Association, and Wally Sprangers, recrea director at Allen-Bradley.



AN EXCLUSIVE NIRA MEMBERSHIP BONUS | 8 NATIONAL TOURNEYS

TOURNAMENT TOPICS

NEWS ABOUT NIRA'S COMPETITIVE EVENTS FOR U.S. AND CANADIAN BUSINESS AND INDUSTRIAL EMPLOYEES
FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOURNAMENTS

; Official! NIRA Bowlers Will peat at Ashland, O., in 1965

ıland, O., and the Charger Lanes won the bid for NIRA's 1965 nal Bowling Tournament, in a re- engagement expected to substan- increase participation over the event. The tournament is sched- for April 24-26, 1965.

RA Director Howard Honaker, of less Rubber Co., who is chairman e event and whose firm will serve as host for the tournament next , predicted that more than 200 ; from 100 companies would par- ıte in 1965.

total of 57 companies sent teams ıe tournament last year, which set ew participation record with 107 s competing.

team led by a NIRA past presi- Ed Mitchell, of U.S. Steel, Gary, won the 1964 event. Jim Kupres, nat firm was the top individual er in the 1964 event.

pplication information on the event production and will be mailed nd the end of the year to all NIRA- member firms. Watch future issues of R/M for more information.

Golf Tourney Bid To Hamilton, O.

In its 20th Anniversary Year, the National Industrial Golf Championships will be held at Hamilton, O. The decision was announced after NIRA's October meeting of the board.

Champion Paper Co., a longtime NIRA-member firm, will serve as host for the event. The tournament will be held on two municipal golf courses approximately four miles apart in Hamilton.

The weekend event, scheduled for August, 1965, will include a buffet at Champion Paper Co. Park and a golf clinic held by nationally acclaimed golf authority.

More than 400 golfers turned out for the 1964 tournament at the Purdue University Golf Courses, Lafayette, Ind. A six-under-par 136 won the event for Jim Musille, a 44-year-old truck driver for the Westinghouse Electric Corp.

The tournament is sponsored annually by NIRA. Ray Detrick, who retired last year from Goodyear Tire & Rubber Co., Akron, originated and for many years ran the event.

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Sharpshooters Take Aim at '65 Rifle-Pistol Meets

U. S. industry's sharpshooters are setting their sights on the seventh annual NIRA/NRA Rifle-Pistol Postal Shooting Matches. Competition is set to begin in January, with brochures and entry forms for the event set to be mailed to all NIRA member firms soon.

All NIRA shooters fire on registered targets sent them by the National Rifle Association. Targets are returned to NRA and judging is completed by representatives of the Navy Department.

Both events are individual and team matches for indoor or outdoor competition in .22 caliber and CO^2 categories. Each participating group conveniently schedules its firing for any time during the four month period—January 1 through April 30, 1965. Deadline for returning targets for judging is midnight on the later date.

Trophies will be awarded in May, 1965—at NIRA's Conference for winning firms with delegates present—on an average of one trophy per each 15 entries.

In addition, details of prize hunting trips for the two top individual shooters are now being worked out. In previous competitions, rifle champs have been treated to expense paid trips to North Manitou Island, with 1964's winner scheduled to hunt mountain lion early in 1965 in Utah.

NIRA's top pistolman in each of the past two events has received expenses to participate in the Camp Perry (O.) National Matches.

In the 1964 events, Robert A. Utter took top honors in the .22 rifle competition, and the Zeppelin Goodyear Rifle Club, Inc., won the team awards.

The individual pistol award was taken by William Roberts, North American Aviation, and the team award went to the General Dynamics/Astronautics team, San Diego.

to NIRA: 20 N. Wacker Dr., Chicago, Ill. 60606 312 AN 3-6690

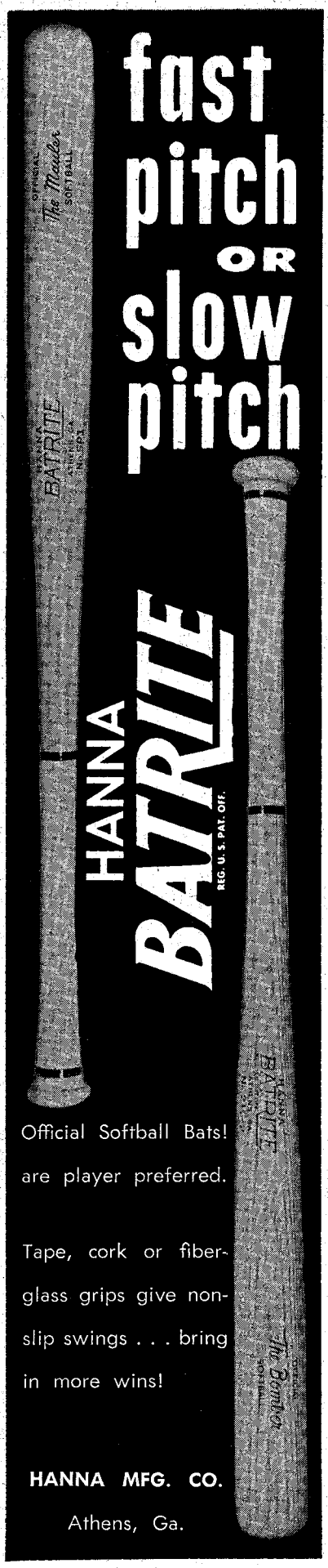
To Enter NIRA's Tourneys

lease send me more information on NIRA's—

Bridge ☐; Rifle-Pistol ☐; and/or Bowling ☐ Tournaments

Position

State ZIP Code



Bridge Response Bears Out Early Predictions

With more than a month remaining till the deadline for entries in NIRA's all-new Contract Bridge Tournament, inquiries are streaming into NIRA headquarters in Chicago. Early predictions that the tournament would attract 5,000 participants this year appear to be vindicated.



REMEY

Dates for the tournament were finalized in October. The deadline for entries is January 1, 1965. Players will compete company-by-company in their respective regions anytime during the month of January, 1965—perhaps on a regularly scheduled bridge night. Winning pairs in each of the eight NIRA regions will have their expenses paid to Chicago for the national finals at the Sherman House on March 26-28, 1965.

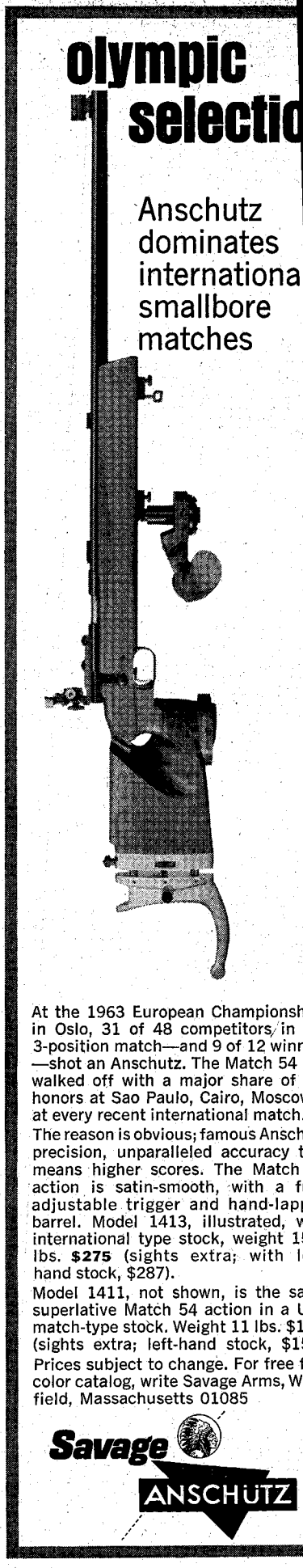
Meanwhile, in Detroit, a national director for the all-new bridge event has been named, according to R. Fred Canaday, General Motors Corp., chairman of the tournament. He is Vincent O. Remey, of Chrysler Corp. He will assume responsibility for determining regional winners, as well as for refereeing the finals in Chicago.

The main difference between the new tournament and the one which NIRA sponsored during 1963 and 1964 is that par hands have been discarded completely. In the all-new tournament, regular *straight* contract bridge will be the order of the day.

In case you missed out on receiving instructions and entry forms from NIRA, complete information is available from association headquarters in Chicago. If yours is a non-member firm and you would like to add the excitement of this national tournament to your existing bridge program, write NIRA to learn how you may participate.

Both the North-South and East-West pairs in the event will receive all-expense 13-day vacation trips on the Charles Goren Caribbean Cruise, which will set sail during the month of January, 1966.

Watch the *Tournament Topics* section of future issues of R/M for results in the first round of play in the tournament.



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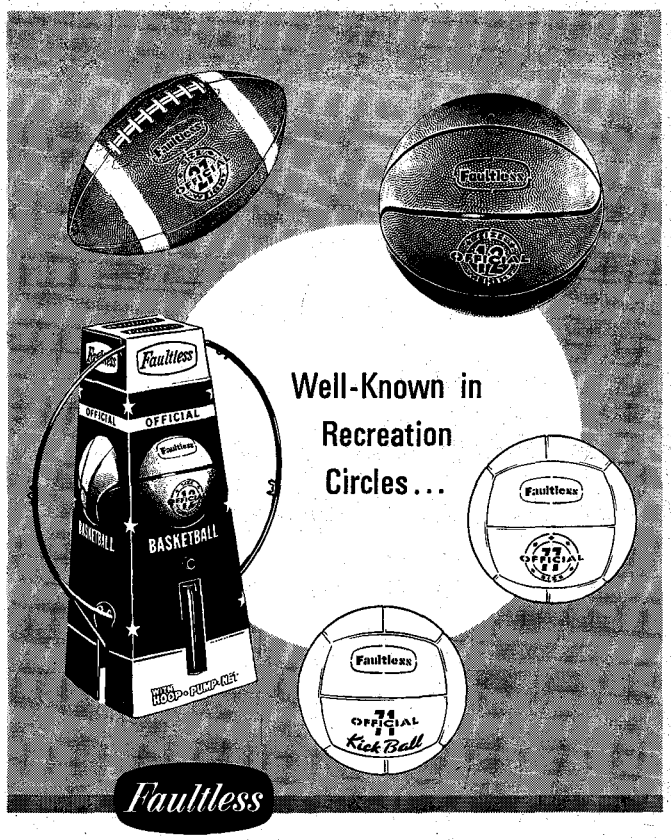
ll of your employees, regardless of sex or age, can par-cipate in shooting sports.

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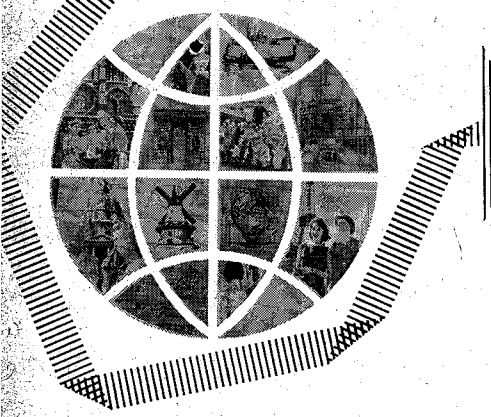
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A Survey Now Can Aid in Future Tours

If you've just completed an employee tour to some far off spot and are thinking of giving it another go sometime in the future, you may wish to follow the example of a large Midwest firm which polled its employee-tourists upon their return to determine what improvements could be made on future jaunts.

Actually, two tours were involved in the survey, both of them three-week trips between September 1 and October 31, 1963, both with the same air carrier and tour agent, though to widely divergent destinations in Europe.

The unavoidable conclusion of the survey is that the choice of tour agent is all important to the satisfaction of the tourists enroute.

Almost to a man, the participants of the first tour were satisfied with the air transportation to and from Eur well as the service given by the a rier. On the question of whether transportion" (including train, boa bus travel on the continent) was sa tory, most felt that it had been mor adequate to meet their needs. There a few dissenters on the question.

Seventy-five per cent of the tra agreed that the itinerary "had bee lowed"—though many now admit had been too ambitious from the However, there was some dissatisf with the services enroute as promis the tour agent. Many felt that the not been sufficiently informed abou "extras and options" of the tour.

In several places along the route, timing and inexperienced handlin hotel and land transportation arra ments were evident and created dis faction with the tour.

The question of whether or not tour agent performed satisfactorily ited an even more vocal response the question concerning the respond satisfaction with the itinerary. Tho 58% (still a majority) gave the a their vote of confidence, he received special praise, and a vocal 37% expre outright dissatisfaction. Even among 58% who said he had performed s factorily, most suggestions on improv future tours were recommendations change tour agents. The dissatisfied 3 directed their criticisms mostly aga the agent *personally,* objecting to "abrupt" manner of handling people.

An overwhelming 90 per cent felt t a representative of the company sho accompany future tours, and 68% e said they'd be willing to pay an ad tional $25 for the advantages of hav an official spokesman and trouble-sho

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ts at NIRA's Travel Council in Chicago last month were (standing l to r) Stuart Rotchford, s Tours; Lou Nobiletti, KLM; Frank Stocks, TWA; Krikor Selian, Overseas Travel Co.; Don RA's Executive Director; Ken Farley, Ask Mr. Foster; R. Fred Canada, General Motors; James C. ational Association of Travel Organizations; George Mele, American Express; Richard Foley, n Express; James Moyer, Eastman Kodak, and Armando Alfandari, Alpha International. l to r) Art Hutchison, NIRA staff; Marion Brennan, Irish International Airlines; Helga Meyer, Martha Daniell, Nationwide Insurance; Frank Sode, Stardust Hotel; Mark Swain, Stardust nd Ralph Hartl, French Line.

on the tour.

ee-fourths of the respondents felt erhaps the itinerary was too hectic. elt that a lack of knowledge on the f the company itinerary arrangers l too long a tour covering too many The tour agent, they felt, failed to le professional advice concerning nerary, particularly with regard to uling of transportation between s of interest on the tour.

st of the respondents agreed that mployee services department of the any had tried to give satisfactory e to the tourists. Some noted, how- that they might have used better ment in planning the itinerary and d be held accountable at least for noice of tour operator. Most recom- led that the finalized itinerary be re- d to them sooner and that work on e tours begin as many as twelve hs prior to departure.

thers recommended that the company with "time-tested" tour operators. employee services department, for art, was recommending that a per- nance bond be required of tour agents e future. They were also taking steps ssure that future itineraries be re- ched in detail to get better evaluation ne tour.

Second Survey

he second survey conducted by the pany some weeks later, on the return the other group from Europe, was h kinder to the tour agent, who hap- ed to be the same individual. All sportation, the respondents felt, had n to their satisfaction. Hotel accom- dations were what they had expected. itinerary was evidently less hectic, the only negative comment about d was that there was too much poultry the menu.

In sharp contrast with the first tour, 80% this time felt that the tour operator had done his utmost to guarantee satisfaction. The agent was reluctant to give good service at first—still smarting from the criticisms of his first group, no doubt —but almost as soon as they were underway, the second group reported "he became quite efficient" and served them to their satisfaction throughout the tour.

The second group had virtually no negative comments about the itinerary planners back home, or about the manner in which the employee services department of the company had arranged the tour. Their response to the question of whether a representative of the company should be sent along as a trouble-shooter is therefore quite different from that of the first group. Though most felt it would be good to have a company man along, they indicated overwhelmingly their reluctance to foot his expenses with an extra charge added to their bill.

In view of the contrast between the two surveys, taken just a couple of weeks apart, there is perhaps some question whether the first group had been fair to the tour operator or not. After all, the survey gives him no chance to reply; and reports of "special circumstances" which might have exhonerated him (there *could* have been some) have not reached us. In addition, it's important to note that most of the dissatisfied were of an age category that can be quite vocal in its criticisms when inconvenienced.

Still, it's important to the company that *every* employee group tour be a good one. Thus the comments of the travelers about itinerary planning, explanation of extras and options, and recalcitrant tour operators deserve attention.

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Box #121—RECREATION MANAGEMENT

Young man with Physical Education degree and Master's in Administration from University of Southern California, seeks position in industrial recreation. Taught and coached in California public schools six years. Newspaper experience. Married, no children. Salary, open.
Box #120—RECREATION MANAGEMENT

Recreation administrator with 22 years experience as manager of large industrial recreation department, seeks new position in personnel, recreation, special events, or public relations work. B.S. from Michigan. Age 52. Married, one child. Salary, $8,000.
Box #119—RECREATION MANAGEMENT

Recent graduate with B.S. from Oregon State seeks position in industrial recreation department. Married, no children. Salary, open.
Box #117—RECREATION MANAGEMENT

Man with master's in physical education seeks position as director or assistant in company recreation department. Coaching experience. Married, 2 children. Salary, $7,500.
Box #116—RECREATION MANAGEMENT

Man with B.A. in Physical Education and six years experience in high school athletics, seeks new position with industrial recreation responsibilities. Married, one child. Salary, $6,500.
Box #115—RECREATION MANAGEMENT

Man with master's in education and 21 year's experience as military special services officer seeks administrative recreation/personnel in industry. Married, no children. Salary, $7,500 up.
Box #114—RECREATION MANAGEMENT

Young man with master's in recreation from Washington U. seeks position in industrial recreation department. Considerable camp experience. Married, no children. Salary, $9,000 up.
Box #113—RECREATION MANAGEMENT

Young man with master's in recreation from Indiana U. seeks position as director or assistant of company recreation program. Some experience with municipal recreation activities. Single. Salary, open.
Box #112—RECREATION MANAGEMENT

Young man with ten years experien
dustrial recreation seeks new work
sonnel and/or recreation. Marrie
children. Salary, upwards of $8,000.
Box #111—RECREATION MANAG

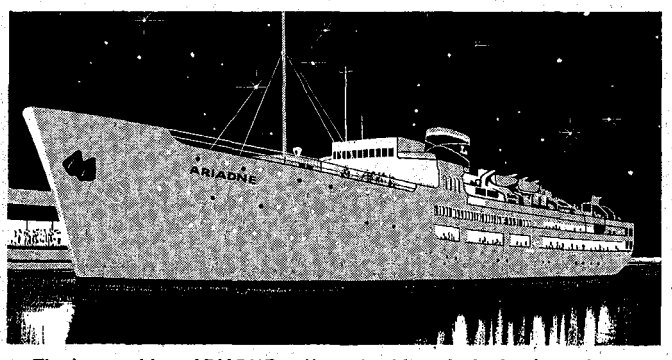
Young man with Physical Educatio
seeks position with industry as pro
recreation director. Two years exper
industrial recreation. Married, two c
Salary, $9,600.
Box #109—RECREATION MANAG

**Young man with more than ten ye
perience in industrial personnel/re
work seeks new position in industr
ried, 3 children. Salary, $8,500.**
Box #98—RECREATION MANAGE

Young man with recent M.S. in recrea
ministration seeks position as industr
reation director or assistant in Los A
area. Also served a graduate internshi
dustrial recreation at a large corporati
Box #99—RECREATION MANAGE

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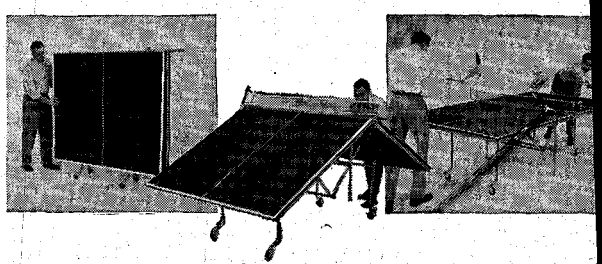
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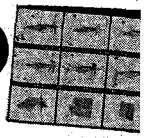
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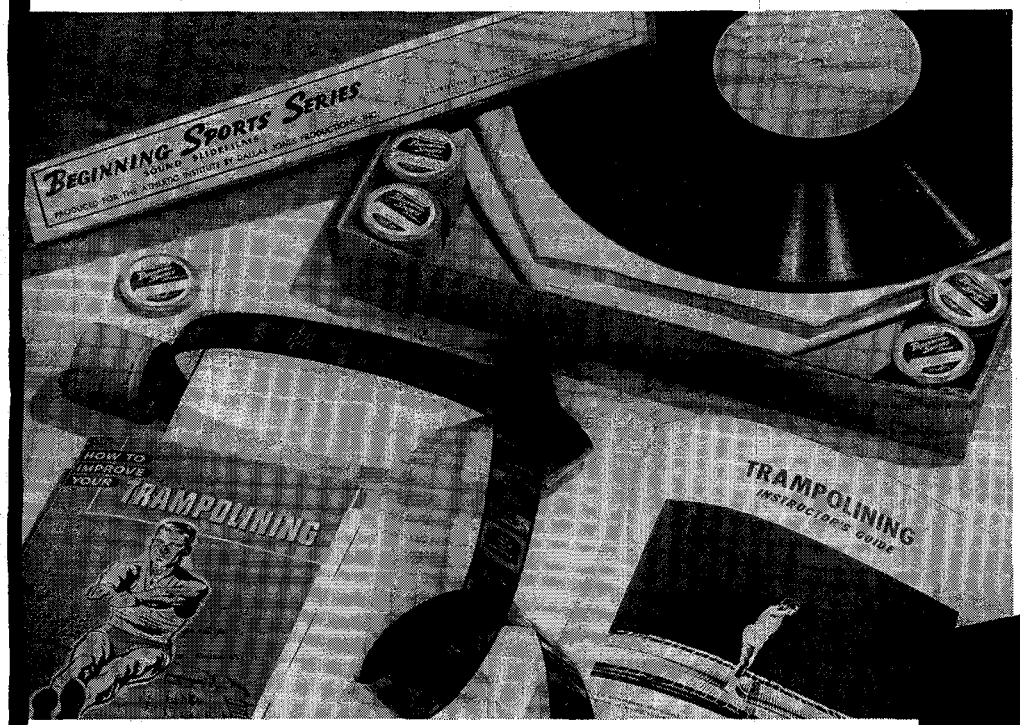
NAME_____

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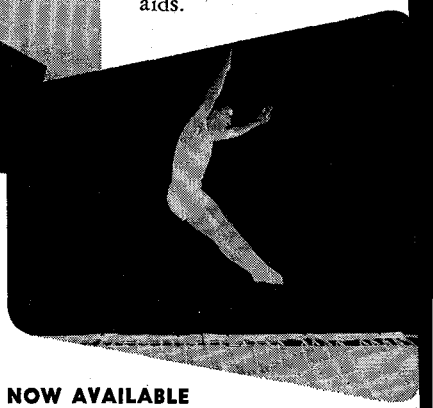
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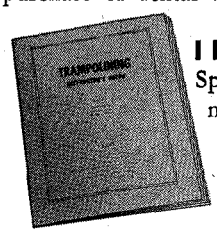
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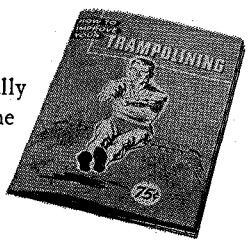


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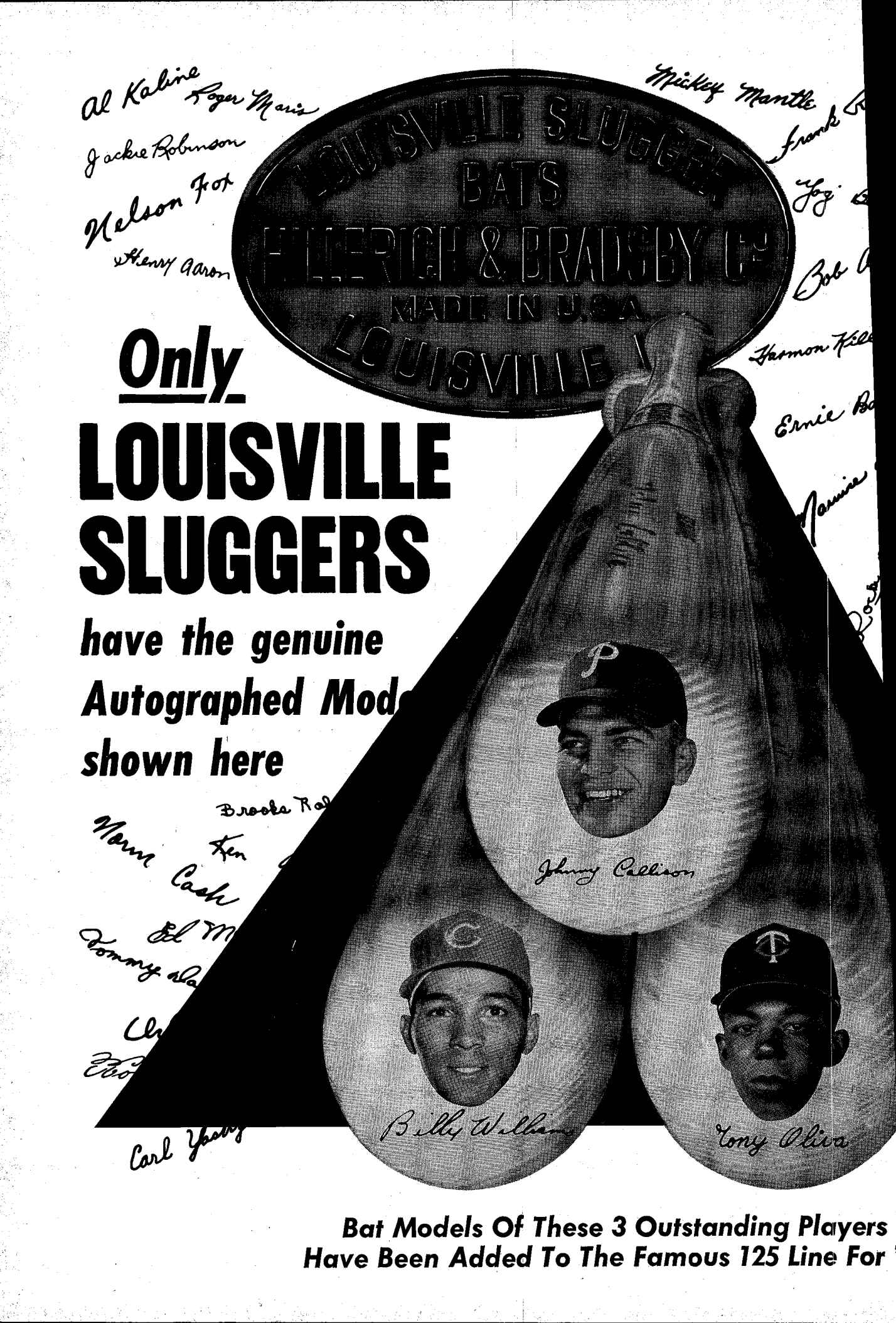
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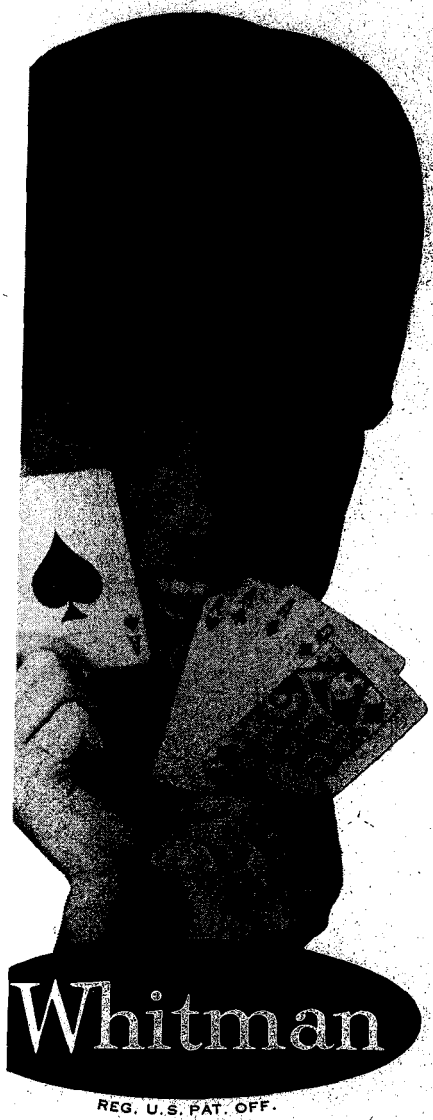
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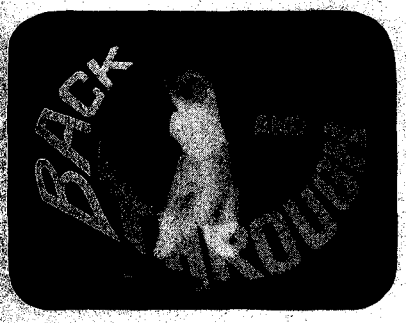
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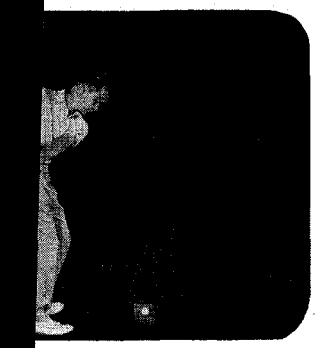
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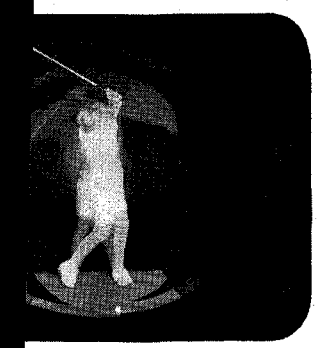
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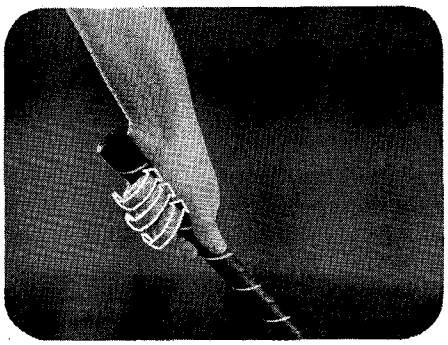
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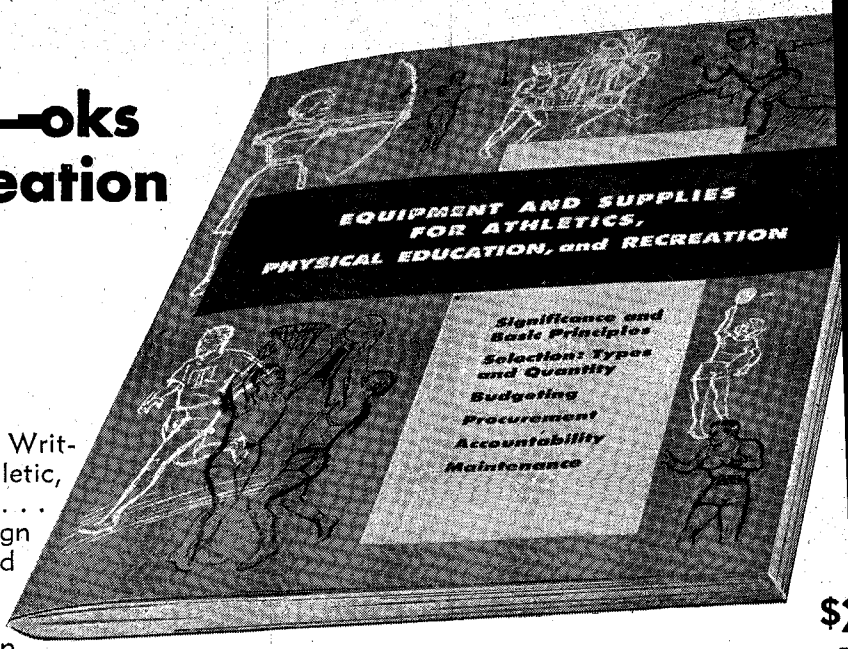
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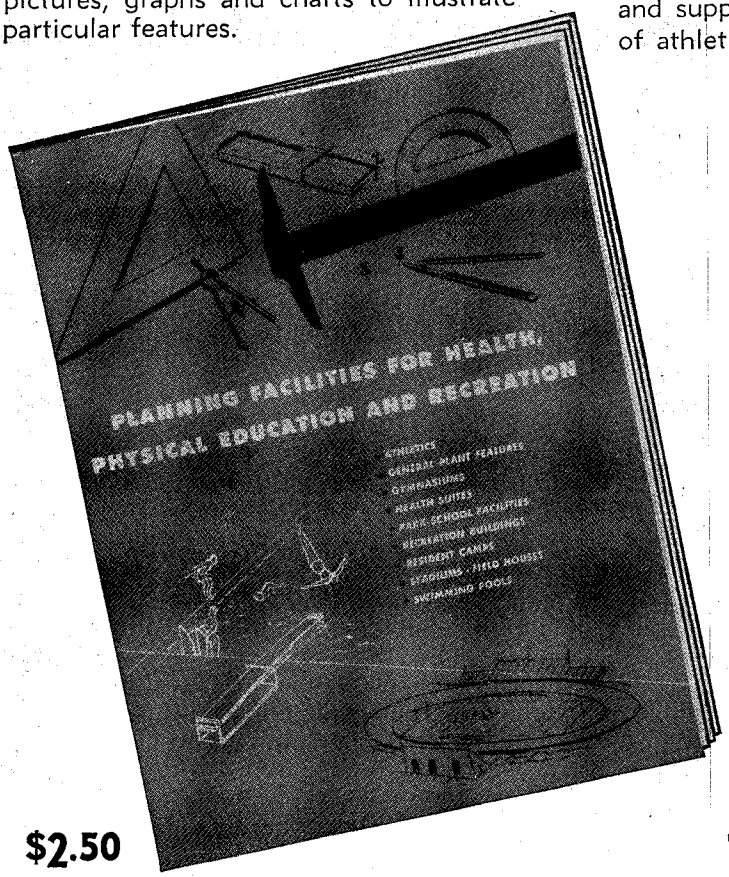
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DECEMBER 1964
Volume 7, Number 10



The features of this issue, including NIRA's new Buyers Guide, the Yearly Index, and Conference Proceedings are intended as year round aids to recreation directors and should become a permanent part of the industrial recreation library.

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signs of the times...

CORPORATE SANTAS ARE MORE LIBERAL THIS YEAR. More employees wil bonuses or gifts from their companies this Christmas than last, surveys by Prentice-Hall and BUSINESS MANAGEMENT magazine show. At the same time some studies point to a decline in the number office and plant Christmas parties. BUSINESS MANAGEMENT, howeve disagrees and says that prospects are good for the first rise i the number of company parties in a decade. The 9,000 U.S. firms more than 500 employees are estimated to be spending upwards of 28.5 million dollars on Christmas gifts, knick knacks, and toys employees and their children. At the same time most studies sho decline in the number of firms that give gifts to outside busin contacts, though firms that specialize in that market disagree. cording to the Advertising Specialty Institute, companies will $333 million for such gifts this year—most of them for Christm

EXECUTIVE TENSIONS CONTRIBUTE TO EMPLOYEE TURNOVER. Off-the-job tensions among executives, something which management's participation in employee recreation programs is designed to counteract, contribute greatly to turnover of subordinates, according to Francis J. Braceland, former psychiatrist-in-chief in the U.S. Surgeon General's Office. The executive can't always check his personal problems at the parking lot, and many find the harrassments of private life more difficult to adjust to than the ones at the office. The boss with poor human relations tends to increase neurotic and psychosomatic reactions all around him, Dr. Braceland says, and that in turn results in high labor turnover. From 60 to 80 per cent of all dismissals in industry are due to social incompatability rather than industrial failure, he says.

AKRON MOONLIGHTERS: A SPECIAL BREED. Much has been written about Akron rubber workers, whose standard work week for years has bee only 36 hours long. Thousands participate in recreation activiti during their off hours, of course, but thousands more are moonli ers. All this has been known for a long time, and the moonlighte motive has always been assumed to be economic. Punching holes in that theory now is a doctoral candidate from Western Reserve Uni sity, who found it a gross oversimplification. John Dieter says high percentage of Akron rubber workers told him they wouldn't s more time on recreation, even if they weren't moonlighting. Diet claims it might be a different story if Akron and the surrounding territory were rich in recreation outlets (which he claims it is not). He says that the largest category of moonlighters, in fact, took up construction work as a second job and gave as their reas a need for exercise and open air.

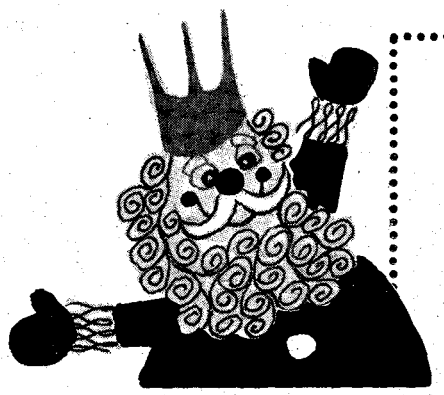
GOLF'S GREAT NEW GROWTH. Just out from the National Golf Foundation, Chicago, are some pretty impressive statistics about the growth of golf in the U.S. to date. Among the figures is a revised estimate of the number of golf courses owned and operated by U.S. firms specially for their employees' use. There are now 113 such courses, NGF reports. The total number of U.S. golf courses now stands at 7,893, including 781 Par-3 layouts. Nearly 500 new courses were opened during 1964. Other miscellany: the estimated total capital investment in U.S. golf facilities is $1.85 billion; the number of rounds played during 1964 totaled 143 million, and there are now more than 90,000 motorized golf cars for the nation's 8 million duffers to scramble after.



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You Need a National Association

by Frank Davis
President NIRA &
Manager, Lockheed
Employees' Recreation Club

this time of increasing costs and competition, with busi-ess operations becoming more complex every day, a wise ation administrator constantly seeks methods to improve batting average in making everyday decisions and in plan- the future of recreation at his company. In addition to a plete familiarity with his own company program, sound ments require a thorough and current knowledge of go--on in the recreation field nationally. No one has the , or the budget, to make *all* mistakes, even once.

ne of the best ways to keep abreast of happenings in industry is to be active in a good association. Here, ad-istrators in your field gather periodically to exchange ex-ences and ideas. Here, alert administrators can pool their whow and bring cumulative years of experience to bear n problems of current interest.

Here, historical and statistical data is often available so a member may compare his own performance with in-y averages and standards. In many firms, for example, eation safety standards which have saved injuries came from the accumulation of past experiences by association members.

In addition to being a vast source of information for the individual, a good association can assist in improving the general health of an entire industry. An example of this is the ability of groups to attract prominent speakers and recognized authorities whose wisdom is not normally available to the individual member.

But, let me speak a word of caution. Just belonging to a national association and paying dues does not assure that you will receive the many benefits of membership. It is only the first step. The natural second step is to support your association with *your* attendance, *your* interest, *your* ideas, and *your* vigorous participation in its activities.

By so doing you can be sure that, in addition to your important contribution to the association, you will carry away the greatest possible return on your investment of time and money. You will carry away with you information and ideas which will help you and your company to do a better job.

As a recreation administrator with 20 years in industrial recreation leadership, I can attest to the value of a well founded and aggressive national association. As president of the National Industrial Recreation Association, I can promise that your participation in your national association in 1965 will be appreciated and mutually profitable. Together we can make this year the greatest in history for our young field of employee services.

NIRA'S 1964 CHAMPIONS

During the past year, NIRA achieved record participation in its national employee tournament program. Here we pay tribute to the 1964 champions of those events—each representative of the kind of U.S. and Canadian business and industrial employee to whom all of NIRA's programs are dedicated.

The men and women who enter a NIRA tournament event and emerge national champions reside in every location in the U.S. and Canada. In past events they have hailed from such widely divergent compass points as San Diego, Seattle, Long Island, and Orlando, Fla.

NIRA tournament participants represent every conceivable type of industry —from space exploration to sporting goods manufacturing, from office machinery to breakfast food.

A NIRA champion might be a millright like Forest Flaminio, or an aeronautical engineer like Robert A. Utter. He might drive a truck like Jim Musille, or do research for the A.E.C. like Sanford Wagner. *She* might be a TV assembler like Helen Worman, who broke NIRA fishing tournament records three years with a lucky catch off Acapulco.

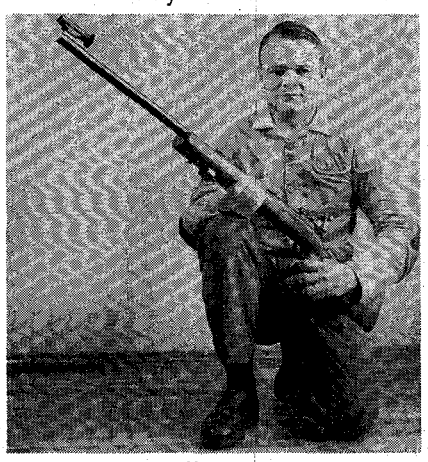
In fact, a NIRA champion might be *anyone* who works for a U.S. or Canadian business or industrial firm. All they need have in common is a fierce desire —if not to win—to compete in a national amateur competition.

It has been NIRA's purpose in beginning a tournament program, solely to add the excitement of national events to the existing competitions of NIRA member firms. The measure of NIRA's success, in what is still a *young* program, is the record of growth in participation and the number of improvements that have been made.

Here, tourney by tourney, is a rundown of the events of the past year:

Rifle-Pistol

NIRA's Rifle-Pistol Shooting Matches are held during the first three months of every year. The tournament is completed on the shooters' own time, without time off from work, any time during the three month period. Registered targets are furnished by the National Rifle Association, which co-sponsors the event with NIRA. Targets are sent to NRA for judging. Competition is for individuals and four-man teams, and shooters fire either .22 caliber or CO_2 rifles and pistols on 50′ and 25′ ranges respectively.



UTTER

NIRA's top rifle in 1964, Robe Utter, will hunt mountain lions in as NIRA's guest in February, William Roberts, the pistol winner sent by NRA to the National Match Camp Perry, O. The list of top ra individuals and teams follows:

Individual Rifle Awards

Robert A. Utter, Auburn, Wash.—The Boeing Co.
Ed Summers, Akron, O.—Goodyear Tire & Rubber Co.
Joseph Broderick, Akron, O.—Goodyear Tire & Rubber Co.
D. B. Muller, Marietta, Ga.—Lockheed-Georgia Co.
W. C. Roos, Sharon, Pa.—Aerojet General Corp.

Team Rifle Awards

Zeppelin Goodyear Rifle Club Inc. Team #1, Akron, O
Ford Motor Gun Club Team #1, Detroit, Mich.
Grumman Gophers "Blue" Team, Hauppauge, N.Y.
3 M Company Engineers Rifle Team #1, Willernie, Min
Boeing Employees Rifle & Pistol Club Inc. #1, Bellevue, Wash.

Individual Pistol Awards

William T. M. Roberts, Los Angeles, Calif.—No. American Aviation
Ray Popp, Dearborn Heights, Mich.—Ford Motor Co.
E. J. Lindenbaum, Burlington, Mass.—AVCO RAD Div.
Eldon M. Hall, Freeland, Mich.—Dow Corning Corp.
Albert G. Oertel, New Haven, Conn.—Olin Mathieson Chem.

Team Pistol Awards

Astro Pistol Club, Team #1, San Diego, Calif.
No. Am. Av. Rifle & Pistol Club, Team # L.A., Los Angeles, Calif.
Lockheed Gun Club, Team #1, Marietta, Ga.
IBM Country Club—Endicott, Team #1, Binghamton, N.Y.
Olin Mathieson—The Westerner Club, Team #1, East Alton, Ill.

CO_2 Awards

In the CO_2 events, R. C. Stewart, Lockheed-Georgia Marietta, Ga., won high individual rifle honors, while R Rocksruker, No. American Aviation, Los Angeles, took th dividual pistol award.

Top teams in the CO_2 events were Lockheed-Georgia Marietta, Ga., for the rifle, and North American Avia Los Angeles, for the pistol event.

Bridge

1,500 bridge enthusiasts from s across the country partici- the 2nd Annual NIRA Par Tournament, held in March, /ith a new sponsor, the Whit- olishing Co., and a greatly re- tournament, participation in fu- nts is expected to skyrocket. Par ave been completely discarded 5 and beyond, and the straight game that most bridge enthusi- familiar with will be played.

964 event was won by a North- air from Fisher Body Division in Detroit—Dorsey Brooks and e Zerrene. The East-West pair oy Baldwin and Jim Conklin, North American Aviation's Co- (O.) plant. All four were feted xpense paid trip to Bermuda in of 1964.

A member firms represented by gional winners in the event in-

	Region
, Wilmington, Mass.	I
one Labs, Inc., Murray Hill, N.J.	I
Insurance, Columbus, O.	II
, Gary, Ind.	III
, Orlando, Fla.	IV
Mining & Manufacturing, St. Paul, Minn.	V
Plug, Milwaukee, Wis.	V
ynamics/Astronautics, San Diego, Calif.	VII
rers Life Insurance, Toronto, Can.	VIII

Fishing

association's Fishing Tournament each year during the months of June, and July. Co-sponsored by merican Fishing Tackle Manufac- Association, the event attracted a number of entries during 1964. h NIRA's other postal events, em- s fish on their own time, and



SHARP

they catch a whopper they send shot of it and an entry form veri- fied by the company's recreation administrator to NIRA and AFTMA for judging.

John Sharp, a Canadian who works for General Motors in Oshawa, Ont., won the 1964 event and broke all previous NIRA tournament records with an 11 lb. 3 oz. brook trout. John won a trip to North Manitou Island. Not to be overlooked, though, is Milton Lehto, a NIRA champion from Sperry Rand in Sudbury, Mass., who also smashed the old tournament record with the best salt water fish ever netted in the NIRA tournament—a 50 lb. 3 oz. striped bass that earned him 687 tournament points.

A list of winners in the various classifications follows:

REGIONAL AND MONTHLY WINNERS

NIRA Grand Champion
John Sharp, General Motors of Canada, Oshawa, Ont.—11 lb. 3 oz. brook trout ..... 771.5 pts.

May Fresh Water Champ
John Sharp, G.M. of Can., Oshawa, Ont.
11 lb. 3 oz. Brook Trout ..... 771.5 pts.

May Salt Water Champ
M. E. Peck, Martin Co., Orlando, Fla.
9 lb. Spotted Weakfish 592.6

June Fresh Water Champ
Richard Ashville, Martin Co., Orlando, Fla.
13 lb. Largemouth Bass 584.3

June Salt Water Champ
Milton Lehto, Sperry Rand, Sudbury, Mass.
50 lb., 3 oz. Striped Bass 687

July Fresh Water Champ
Mrs. Merlyn Reich, AC Spark Plug, GMC. Milwaukee, Wis.—40 lb., 12 oz. Lake Trout 645.56

July Salt Water Champ
M. E. Peck, Martin Co., Orlando, Fla.
10 lb., 6 oz. Spotted Weakfish 683.16

NIRA Member with Most Entries
Clifford King, Jr., Martin Co., Orlando, Fla.

SPECIE WINNERS

Fresh Water Division—Total Entries, 194

Bass, Largemouth (40 entries) ..... 13 lb.
Richard Ashville, Martin Co., Orlando, Fla.

Bass, Smallmouth (5 entries) ..... 4 lb. 8 oz.
Dolph Hansma, R. R. Donnelley, Chicago, Ill.

Bass, White (1 entry) ..... 3 lb. 2 oz.
John Domokos, R. R. Donnelley, Chicago, Ill.

Bluegill (81 entries) ..... 1 lb. 15½ oz.
Joe Bamberg, Martin Co., Orlando, Fla.

Catfish, Blue (1 entry) ..... 12 oz.
Bob Agee, Martin Co., Orlando, Fla.

Catfish, Channel (5 entries) ..... 20 lb.
Melvin Jones, McDonnell Aircraft, St. Louis, Mo.

Catfish, Bullhead (4 entries) ..... 3 lb. 2 oz.
D. B. Fidler, Martin Co., Orlando, Fla.

Crappie, Black (12 entries) ..... 2 lb. 12 oz.
Heyward Cobb, Chemstrand Co., Greenwood, S.C.

Crappie, White (1 entry) ..... 2 lb. 3 oz.
Larry Whitlow, Wyman-Gordon, Harvey, Ill.

Muskellunge (2 entries) ..... 7 lb. 10 oz.
Leo Herkert, R. R. Donnelley, Chicago, Ill.

Northern Pike (6 entries) ..... 18 lb.
James Reas, Babcock & Wilcox, Milwaukee, Wis.

Perch, Yellow (4 entries) Tie—three ways ..... 1 lb. 4 oz.
Wm. Hoerrmann, R. R. Donnelley, Chicago, Ill.
L. E. Kay, Michigan Bell Tel. Co., Detroit, Mich.
James Kren, R. R. Donnelley, Chicago, Ill.

Trout, Brook (5 entries) ..... 11 lb. 3 oz.
John Sharp, General Motors of Canada, Oshawa, Ont.

Trout, Brown (10 entries) ..... 7 lb. 4 oz.
Lynn Walker, Dow Chemical Co., Midland, Mich.

Trout, Lake (2 entries) ..... 40 lb. 12 oz.
Mrs. Merlyn Reich, AC Spark Plug Div., GMC, Milwaukee, Wis.

Trout, Rainbow (5 entries) ..... 10 lb.
Virgil Jeppsen, Thiokol Chem. Corp., Brigham City, Utah

Walleye (10 entries) ..... 10 lb. 14 oz.
Edwin Christianson, Allen-Bradley Co., Milwaukee, Wis.

Salt Water Division—Total entries, 67

Bluefish (2 entries) ..... 7 lb. 14 oz.
Wm. Leffingwell, General Dynamics/Astronautics, Cocoa Beach, Fla.

Bonito (2 entries) ..... 20 lb. 6 oz.
Lanny Mauldin, Martin Co., Orlando, Fla.

Dolphin (10 entries) ..... 32 lb.
Robert Fifer, Martin Co., Orlando, Fla.

Flounder (3 entries) ..... 5 lb. 2 oz.
Peter Frankewich, Martin Co., Orlando, Fla.

Kingfish (5 entries) ..... 24 lb.
L. G. Reynolds, Martin Co., Orlando, Fla.

Sailfish (6 entries) Atlantic ..... 52 lb.
C. W. Plemmons, Martin Co., Orlando, Fla.

Sea Trout (32 entries) Spotted Weakfish ..... 10 lb. 6 oz.
M. E. Peck, Martin Co., Orlando, Fla.

Striped Bass (1 entry) ..... 50 lb. 3 oz.
Milton Lehto, Sperry Rand, Sudbury, Mass.

Tarpon (2 entries) ..... 12 lb.
Anthony Kaufman, Martin Co., Orlando, Fla.

Yellowtail (4 entries) ..... 5 lb. 9 oz.
Charlie Thames, Martin Co., Orlando, Fla.

Bowling

The 17th Annual NIRA Bowling Tournament was held at Ashland, O., in April, 1964. A team from U.S. Steel, Gary, Ind., captained by former NIRA President Ed Mitchell took top honors



KUPRES

with a team total of 4,127 points. Jim Kupres, of the U.S. Steel team, won a Whirlpool upright freezer for his high series performance, while Mike Edwards, of General Dynamics/Astronautics, San Diego, won high game honors.

Participation during 1964 was higher than at any time in the 17 year history of the event, and Ashland will repeat as the site of the 1965 tournament. Top contenders in the event are as follows:

Team Awards	Score	Prize
U. S. Steel, Gary, Ind.	4127	$750 & Trophies
General Motors, Detroit	4080	$375
Ashland Rubber, Ashland, O.	4062	$187
Babcock & Wilcox, Barberton, O.	4061	$100

Individual Awards

Jim Kupres, U. S. Steel, Gary—high series, 951—won trophy and Whirlpool freezer

Mike Edwards, General Dynamics/Astronautics, San Diego, Calif.—high game, 274—won trophy and golf bag.

Boyd Kauffman, Faultless Rubber Co., Ashland, O.—optional singles tournament champion, 690—won trophy plus $100.

Ben Kozman, Thompson Ramo Wooldridge, Cleveland—recreation directors tourney winner, 544—won bowling bag.

Golf

NIRA's 19th Annual Golf Tournament was held at Purdue University's



MUSILLE

beautiful twin golf courses in West Lafayette, Ind., last August, with a participation level which broke previous records. In all, 107 teams from eight states competed in the two-day event.

Jim Musille, a 44-year-old truck driver for the Westinghouse Electric Corp., Mansfield, O., shot a six-under-par 136 to place first in the event, and a team from the MacGregor Co., of Cincinnati, won a sudden death playoff in beautiful weather at Purdue to beat out Thompson Ramo Wooldridge.

The list of winners follows:

Class "A" Teams	**Score**
The MacGregor Co., Cincinnati, Ohio	298-305-603
(Sudden death team play-off won by MacGregor in second hole.)	
Thompson Ramo Wooldridge, Cleveland, Ohio	302-301-603
Westinghouse Electric Corp., Mansfield, Ohio	300-304-604
Youngstown Sheet & Tube #2, East Chicago, Ind.	305-306-611
Goodyear Tire & Rubber Co., Akron, Ohio	305-309-614
Class "B" Teams	
Honeywell, Inc. #2, Minneapolis, Minn.	320-328-648
(Co-Champions—duplicate awards)	
Dayton Power & Light Co. #1, Dayton, Ohio	325-323-648
VR/Wesson Co., Waukegan, Ill.	330-321-651
Motorola, Inc. #1, Franklin Park, Ill.	328-327-655
Mosler Safe Co. #1, Hamilton, Ohio	325-330-655
Class "C" Teams	
Kaiser Aluminum #2, Newark, Ohio	343-370-671
Danly Machine Specialties, Chicago, Ill.	349-331-680
Motorola, Inc. #2, Franklin Park, Ill.	328-357-685
Dayton Power & Light Co. #2, Dayton, Ohio	352-334-686
Anderson Co. #1, Gary, Ind.	347-340-687
Individual Low Medalists—	
Division "A"	18-36-Total
Jim Musille—Westinghouse Electric, Mansfield, O.	67-69-136
Ron Stokley—MacGregor Co., Cincinnati, O.	71-72-143
Jim Valardo—TRW, Cleveland, O.	68-77-145
Dick Crosby—Youngstown S&T #2, East Chicago, Ind.	77-68-145
Robert Brown—Goodyear, Akron, Ohio	72-74-146
Walter Law—NCR #1, Dayton, Ohio	73-73-146
Division "B"	
Jim Steck—Allis-Chalmers, Milwaukee, Wis.	77-74-151
Willis Bales—Monsanto Research #2, Miamisburg, O.	77-76-153
Bob Brown—Goodyear T&R, Akron, Ohio	75-79-154
Joe Babnik—VR/Wesson, Waukegan, Ill.	77-77-154
Lloyd Logsdon—Dayton P&L #1, Dayton, O.	78-77-155
Richard Baxter—Ampco Metal, Milwaukee, Wis.	78-78-156
Mel Korrell—Whirlpool Corp., St. Joseph, Mich.	80-76-156
Division "C"	
Jim Young—Dayton P&L #2, Dayton, O.	80-79-159
C. Smallwood—Kaiser Alum. #2, Newark, O.	83-80-163
Pat Luzio—Kaiser Alum. #2, Newark, O.	83-82-165
Jim Warot—Anderson Co. #1, Gary, Ind.	84-81-165
Bob Brawley—Motorola, Inc. #2, Franklin Park, Ill.	81-85-166
Richard Baldwin—Dayton P&L #1, Dayton, O.	82-86-168
Robert Yingling—Climax Molybdenum, Coldwater, Mich.	80-88-168

Archery

NIRA's First Archery Tournament was held in the late summer of 1964 on a postal basis. Score cards furnished by The Archery Institute, which is co-sponsor of the event, are sent back to Chicago for judging. The tournament lasted four weeks, and attracted nearly 200 individual archers from more than 40 companies. Participation was on both a team and individual basis.

Forest Flaminio, a crack shot from AC Spark Plug Division, GMC, won the 1964 event hands down with 99.65 scratch average. He won an expense paid



FLAMINIO

trip to North Manitou Island where he bagged a deer on the first day of his hunt. The list of top contenders follows:

Teams	**Top 10 Scratch**	**Average**
National Cash Register Team 1, Dayton, Ohio		96.25
Olin Mathieson Chem. Corporation, Pisgah Forest, North Carolina		95.18
Falk Corporation, Milwaukee, Wisconsin		93.41
The Dow Chemical Co. Team 1, Midland, Michigan		92.70
IBM Corporation Team 1, Lexington, Kentucky		92.16
Tokheim Athletic Assoc. Team 1, Fort Wayne, Indiana		91.07
Minnesota Mining & Mfg. 3-MAC, St. Paul, Minnesota		90.02
National Cash Register Team 2, Dayton, Ohio		98.70
Bundy Tubing Co. Bundy "B", Winchester, Kentucky		89.27
Bundy Tubing Co. Bundy "A", Winchester, Kentucky		88.46
	Top 10 Handicap	
IBM Corporation Team 1, Lexington, Kentucky		99.78
Bundy Tubing Co. Bundy "B", Winchester, Kentucky		99.34
Kohler Company Team 1, Kohler, Wisconsin		99.00
General Dynamics-Pomona Team 1, Ponoma, California		98.04
IBM Space Guidance Ctr., Owego, New York		97.53
National Cash Register Team 2, Dayton, Ohio		97.40
American Sterilizer Team 2, Erie, Pennsylvania		97.24
Tokheim Athletic Assoc. Team 3, Fort Wayne, Indiana		97.14
The Dow Chemical Co. Team 2, Midland, Michigan		97.08
Bundy Tubing Co. Bundy "A", Winchester, Kentucky		96.60
Individuals	**Top 10 Scratch**	
F. Flaminio, AC Spark Plug Division Milwaukee, Wisconsin		99.65
G. Caudill, Bundy Tubing Co., Winchester, Ohio		
J. Riley, National Cash Register Team 1, Dayton,		
H. Firestone, Tokheim Athletic Assoc. Team 1 Fort Wayne, Indiana		
B. Duggin, Sandia Corporation Albuquerque, New Mexico		
M. Paine, Minnesota Mining & Mfg. Co. St. Paul, Minnesota		
L. Barker, Olin Mathieson Chem. Corporation Pisgah Forest, North Carolina		
O. K. Smathers, Olin Mathieson Chem. Corporation Pisgah Forest, North Carolina		
R. Park, The Dow Chemical Co., Midland, Michigan		
C. McGriff, National Cash Register, Dayton, Ohio		
	Top 10 Handicap	
J. Law, Grimes Manufacturing Co., Urbana, Ohio Winchester, Kentucky		
B. Reed, Bundy Tubing Company		
S. Housel, Martin Orlando, Orlando, Florida		
D. Clenney, Tokheim Athletic Assoc. Fort Wayne, Florida		
E. Price, Kohler Company, Kohler, Wisconsin		
D. Ryan, General Motors Corporation Warren, Michigan		
M. Selby, Department of Army Welfare Washington, D.C.		
C. Asher, IBM Corporation, Lexington, Kentucky		
D. Duggin, Sandia Corporation Albuquerque, New Mexico		
C. Marshall, IBM Space Guidance Center Owego, New York		
K. Cargill, IBM Corporation, Lexington, Kentucky		

Deer Trophy

A final NIRA-sponsored even deer trophy tournament which is first year, is currently being run. H are now coming into Chicago. H rate their deer with the official Bo Crockett rating forms furnished b National Rifle Association, whic sponsors the event with NIRA.

A report on the winners of the will be carried in R/M early in 19

Armco Trapshoot

The Annual Armco Industrial T shoot, though not a NIRA even tracts hundreds of shooters from N member firms and is sponsored NIRA-member Armco Steel C Nearly 100 teams from across the participated in September, 1964.

Winner of the team event was N member Remington Arms Team 1 Bridgeport, Conn. A list of the to teams in the event follows:

Final Squad Standing	
Remington Arms Company, Inc. #1, Bridgeport, Connecticut	
Armco Steel Corporation #1, Middletown, Ohio	
Walz Motor Company & Alton Central Mold Shop #1, Alton, Illinois	
Frigidaire Division, GMC #1, Dayton, Ohio	
Delco Products Division, GMC #2, Dayton, Ohio	
National Lead Company #1, Fernald, Ohio	
National Cash Register #1, Dayton, Ohio	
IBM, Supplies Division #1, Greencastle, Indiana	

Division, GMC #2, Ohio	228
ucts Division, GMC #1, Ohio	228
aine #1, Ohio	227
nufacturing Division, GMC #1, Ohio	227
gram & Sons, Inc. #1, ceburg, Indiana	226
el Corporation #2, own, Ohio	226
ieson Chemical Corporation #2, aven, Connecticut	225
ieson Chemical Corporation #1, aven, Connecticut	224
Oil Company #1, g, Indiana	224
ducts Division, GMC #4, , Ohio	224
raine #3, , Ohio	224
ve Gear Division, Eaton Manufacturing ny #1, Richmond, Indiana	223

ayton Bowling Meet

ke the Armco Shoots, the Dayton al Herald Industrial Bowling nament, in Dayton, O., annually at- hundreds of bowlers from NIRA ber firms across the country. The al Herald event is now the largest ament of any kind open to indus- employees exclusively.

e list of the top 20 teams in the event follows:

Team	Score	Prize
Thinkers, IBM, Greencastle, Ind.	3157	$11,250.00
Prize money for this position being held in escrow pending appeal on disqualification		11,250.00
G. E., Decatur, Ind.	3154	4,000.00
Makeups, Union Carbide, Kokomo, Ind.	3143	2,000.00
Makeups, Delco Moraine, Dayton, O.	3140	1,500.00
Parkview Cafe, Armco, Middletown, O.	3137	1,250.00
Big Five, McDonnell Aircraft, St. Louis, Mo.	3136	1,200.00
Rikes No. 1, Dayton, O.	3127	1,150.00
Button Motors, Chrysler, Kokomo, Ind.	3123	1,100.00
Sportsmen, Yonngstown Sheet & Tube, Youngstown, O.	3109	1,050.00
Scott's Five, G. E., Evendale, O.	3106	1,000.00
Dry Dock, Dayton, O.	3104	900.00
Ramblers, Amer. Motors, Gr. Rapids, Mich.	3104	900.00
Summit County Eng., Highway Dept., Akron, O.	3104	900.00
Mardigian "5", E. Detroit, Mich.	3103	775.00
GBBA Local 109, Owens-Ill., Fairmont, W. Va.	3103	775.00
Elpar, Elwell-Parker, Cleveland, O.	3100	687.50
Hungry Five, Fisher Body, Warren, Mich.	3100	687.50
Premier Rubber No. 1, Dayton, O.	3099	650.00
Carbiders No. 1, Union Carbide, Whiting, Ind.	3097	612.50

World Softball Champs

Another activity in which there is a high percentage of participation by NIRA member firms are the World Softball Championships, annually sponsored by the Amateur Softball Association.

Here's how they ended in 1964 competition:

MEN'S SLOW PITCH - INDUSTRIAL: A Springfield, O., team from International Harvester Co., came back from an early tournament slump to whip Grumman and Lycoming for the title.

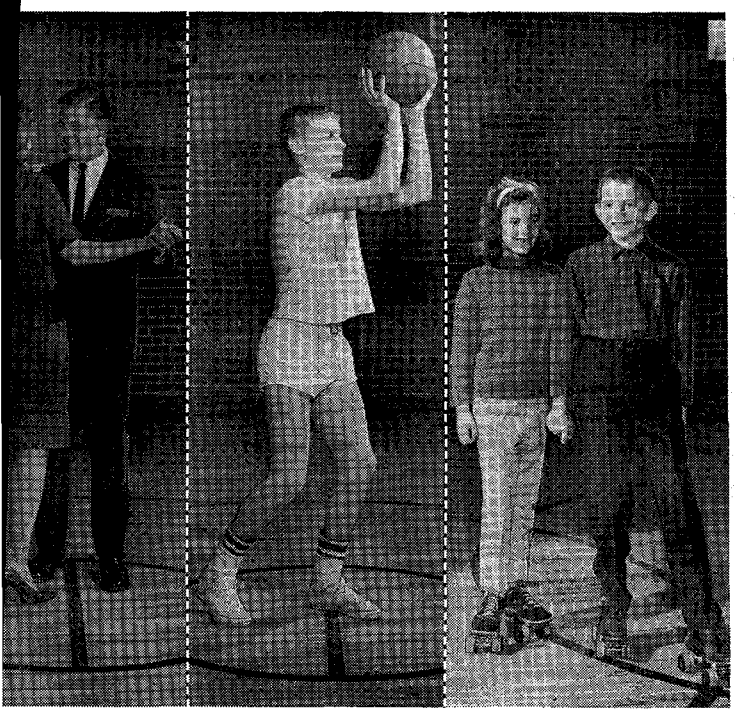
MEN'S SLOW PITCH - OPEN: A two-run homer in the seventh put it in the bag for "Skip A.C." of Pittsburgh over '64 Champs, Gatliff Auto Sales, Newport, Ky.

MEN'S SLOW PITCH - 16 INCH: The first ASA 16 Inch crown went to the Chicago Bobcats over Kenneth Allen Co., Chicago.

MEN'S FAST PITCH: Detroit's Burch Gage & Tool Co. took top honors squeaking by Local 138, Levittown, N. Y., 1-0, in the finals.

WOMEN'S SLOW PITCH: Dana Gardens, Cincinnati, wrapped up and took home its third straight Women's Slow Pitch crown 4-0 over J. C. Rutenschrorers, also of Cincinnati.

WOMEN'S FAST PITCH: Portland, Ore.'s, Erv Lind Florists reaped the reward of patience and 20 years of frustration when they topped last year's champs, Raybestos Brakettes, Stratford, Conn., in the final, 1-0. The Florists were last champs in 1944.



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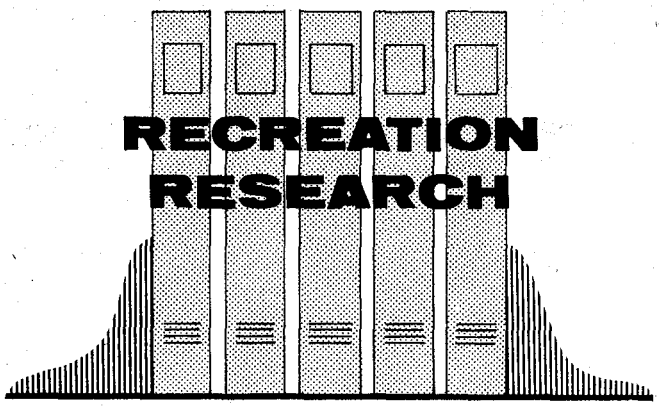
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THE SECOND INDU

With all the talk in this country about poverty programs you'd think we were a nation of undernourished, under-budgeted individuals who are still just scraping by. Nothing could be further from the truth, of course. Sure the U.S. has its geographic, racial, and ethnic pockets of poverty, but the average American citizen is blissfully unaware of them and it appears Washington is bent on eliminating them, no matter the cost.

Most Americans are entering into an age of affluence that would have made their forefathers blush with guilt. "The good old days," at least in the economic sphere, is a myth that appears to be on the way out. The average American, for example, at the beginning of this century enjoyed a standard of living less than one third as high as does the average American today.

Chances are that the American of tomorrow will enjoy an even higher standard of living than does his counterpart today, despite the fact that the shrinking of the dollar's buying power is a trend that's here to stay. The typical American worker is a man of some means, a family man who either owns or is buying a home with a separate bedroom for each child. He owns at least one car and it wouldn't be unusual if he owned two—7.5 million American families already do.

Today, people with ordinary incomes find it possible to afford such luxuries as air conditioning, television, stereos, and a variety of other goods that have boomed the appliance trades.

You hear a lot of talk about the growing number of debts workers incur to finance all these new-fangled luxuries. It's true that debts have gone up $70 billion since the end of 1960, but at the same time the financial assets of individuals have increased by $360 billion—more than five times the total debt.

Nothing to equal the well-being of the great mass of Americans was ever dreamed of just two generations ago. And while all this economic growth has been going on—perhaps the direct cause of it—some vast changes have taking place in American life. Since the turn of the ce the city worker, in offices and factories, has replace farmer as the typical American breadwinner.

When the industrial revolution began several centuries it sparked a trend away from agrarian living that lerated greatly after 1900, and sparked the rise of t "affluent society." In the process of creating itself, ind brought about some hideous problems which it is beginning to cope with—the tangled growth of cities spiritless "organization man," and lives precisely meas out by time clocks and production deadlines.

Add to the above problems what could be the worst of all—too much time off the job—and you ge inkling of management's new unrest about the old attit towards its employees. More and more, as the business industrial firm becomes the center of man's life, stage is set for a "second industrial revolution," one in w companies catch up with their responsibilities to the ployees.

It is now an accepted principle among businessmen from their exalted positions of power and influence they heir to the burden of society's well being. They fin necessary to fill the "recreation void" created when individual leaves school and goes to work—a void ac tuated by longer vacations and shorter work weeks.

How much companies should spend on their emplo is a question often asked of NIRA. The answer is pendent on the attitude of management, the finan condition of the company, the make-up of the emplo force, the shape of recreation in the community, the ne and desires of the employees, and many other local proble

Each company must discover for itself "How muc However, some guidelines can be found elsewhere on th pages. As a help in budgeting, the results of a major NIRA survey on "What the Industrial Recreation Do Buys" is included.

In the economic sphere at least, "the good old days" is now exposed as a myth. Today's worker finds it possible to live comfortably with luxuries that would have made his forefathers blush. In the midst of plenty a new and mighty problem besieges the Great Society, the spector of leisure ill spent.

RIAL REVOLUTION

What's a Realistic Budget for Recreation?

NIRA studies, as well as those put together by independent organizations, indicate that firms with 500 or more employees across the nation are spending between $5 and $10 annually for recreation. The figure that represents the "average" per employee expenditure is $6.39.

These estimates represent yearly operating expenditure only. No attempt has been made to figure the cost of basic recreation facilities into that total. (It is known, for example, that more than 110 U.S. firms now own and operate their own golf courses, including at least one $2 million dollar layout. A major West Coast firm estimates that its employee recreation facilities are worth $6 million.)

NIRA budget studies cover firms with as many as 500,000 employees and an annual recreation outlay of $2 million plus, as well as firms with just under 500 employees and an annual expenditure of several thousand dollars.

The studies reveal that the average budget derives its income from at least three main sources: a) the company, b) vending, and c) employee dues. The most common source is the company, in combination with one of the other two. In some industries there appears to be a much heavier reliance upon vending profits than in others. Of ten firms in the aero-space and chemical fields, for example, only two do not list vending as their major source of funds. Both of those list the company as the main source. Two of the ten combine vending with company funds. Four of the 10 combine vending with employee dues. Only one subsists entirely on funds supplied by the company.

A study of 181 firms revealed that the annual budget fluctuates proportionately with the number of employees the company has. Here are the results:

Table 1.

Number of Company Employees	Number of Companies Reporting			
	66	72	26	17
	Under 1,000	1,001 5,000	5,001 10,000	Over 10,000
Annual Budget				
$ 1,000 to $ 5,000	41	9	—	—
$ 5,000 to $ 20,000	24	41	8	4
$ 20,000 to $ 50,000	1	14	11	4
$ 50,000 to $100,000	—	6	5	3
$ 100,000 to $225,000	—	2	2	5
$1,000,000 and over	—	—	—	1

What the Industrial Recreation Dollar Buys - A New NIRA Survey

A new "buying survey" was completed recently by NIRA to determine the kind of recreation goods bought by U.S. business and industrial firms and to see, if possible, how these purchases reflect the character of the employee recreation movement. A total of 85 firms participated in the new survey, in five NIRA membership categories ranging from companies with just under 500 employees to those with 10,000 and up.

The firms surveyed were asked to indicate whether they had purchased or rented goods, or paid for services, relative to some thirty recreation activities. The activities divide themselves into five general categories: Sports, Prizes & Trophies, Cultural Activities, Games & Hobbies, and Miscellaneous.

The firms surveyed were asked to indicate their purchases by volume (10 dozen softball bats; 1 gross of playing cards, etc.) and by amount ($250 for crafts; $6,000 for toys). In instances where the company felt a reluctance to reveal budget figures either the volume figure or a written explanation of the firm's buying activity was sought. In almost all cases either the volume figure or budget figure or both were given.

Startling New Facts

The survey revealed *some* startling new facts about the buying habits of industry's recreation administrators. In most cases it served to bear out what NIRA had believed to be the case. For example, NIRA has long known that *sporting goods* as a single budget category, comprised the major expenditure for industrial recreation. Not only do NIRA firms spend a large portion of their annual budget on sporting goods, but an additional huge sum annually goes to the purchase of trophies and other awards for the p pants in sports activities. In many firms, the survey re the expenditure for awards exceeded the total amount by the company on sporting goods!

Cultural "goods" (sheet music, stage supplies, and the like) comprise about 13 per cent of ind annual recreation budget, while games and hobbies prise 4.5 per cent. These findings simply verified N prior belief that these activities are neither "mass ticipation activities" nor "expensive activities" to o

There are several areas of expenditure which the survey did not attempt to cover. They include pur of real estate (many companies have substantial ho for recreation purposes); construction and purcha permanent facilities (such as a gym, club room, bo lane, etc.), and maintenance supplies (floor wax, mowers, and the like).

No Individual Estimate

The survey does not attempt to estimate the a of expenditure for sporting goods or other products by individual employees. Nothing serves to illustrate point better than bowling. Table 3 clearly indicates bowling is the most universal of all industrial recre activities with 94 per cent of NIRA member firms spons some sort of bowling activity. Individuals employed b 9,000 U.S. firms with 500 or more employees spend am variously estimated as high as 10 million dollars annua and it could be still higher. The annual expenditure by pany recreation administrators for bowling goods, o

(continued on page 20)

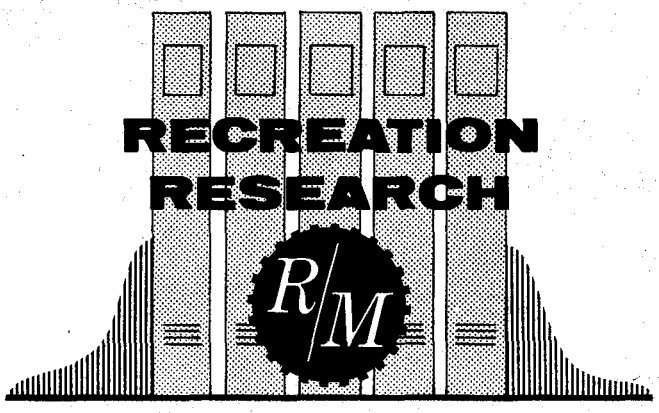
Table 2. How the Budget Divides Itself

In the survey of 85 NIRA member firms, the percentages of the total industrial recreation budget allotted to Sporting Goods; Awards, Prizes & Gifts; Cultural Goods & Services; Games & Hobbies, and Miscellaneous are catalogued.* (See Table 3 for a further breakdown of each of these catgories.)

SIZE OF FIRM/NO. OF EMPLOYEES	Less than 500	500-1,000	1,000-5,000	5,000-10,000	10,000-Up
SPORTING GOODS	26%	52%	29%	30%	42%
AWARDS, PRIZES, GIFTS	56	20	41	38	32
CULTURAL GOODS	8	14	18	15	12
GAMES & HOBBIES	3	5	2	5	6
MISCELLANEOUS	8	12	10	9	7
	100%	100%	100%	100%	100%

*The percentages above apply to 100 per cent of expenditures for the categories listed only. Expenditures not covered by the survey (though administered through the recreation department) include vending, facility construction and maintenance, real estate purchases, and many other items which do not strictly belong in an annual budget. Also omitted are maintenance supplies (floor wax for the company gym, lawn mowers for the employee park, and the like) because, though bought and used by the recreation department, they are not strictly "recreation products." Group travel is omitted because it is not an expense of the recreation department, but of individual employees. In no case, in fact, has any attempt been made to compute the volume of recreation goods bought by individual employees. Figures are for recreation departments only.

le 3.
Relation of Per Cent Purchases to Per Cent Sponsorship of the rresponding Activities



CTIVITY	PER CENT OF FIRMS WHICH PURCHASED THE FOLLOWING RECREATION GOODS LAST YEAR	PER CENT OF FIRMS WHICH SPONSOR THE CORRESPONDING ACTIVITY
SPORTING GOODS		
ery, ARROWS	12	29
ery, BOWS	13	
ery, TARGETS	24	
inton, NETS	33	23
inton, RAQUETS	38	
inton, SHUTTLECOCKS	42	
ball, BALLS	28	28
ball, BATS	25	
ball, UNIFORMS	16	
etball, BALLS	14	73
etball, UNIFORMS	30	
rds, CHALK	11	21
rds, CUE STICKS	15	
rds, TABLES	7	
ling, BALLS	16	94
ling, SHIRTS	50	
ling, SHOES	19	
quet, SETS	10	10
cing, MISC.	2	2
tball, MISC.	17	13
f, BALLS	51	93
f, CARTS	13	
f, CLUBS	24	
seshoes, SETS	39	41
tball, BALLS	80	87
tball, BASES	43	
tball, BATS	84	
tball, UNIFORMS	32	
ffleboard, SETS	24	18
ting, ICE SKATES	2	11
ting, ROLLER SKATES	2	13
oting, GUNS & AMMO	14	34
oting, CLAY PIGEONS	10	
oting, TARGETS	7	
le Tennis, BALLS	23	41
le Tennis, PADDLES	22	
les Tennis, TABLES	19	
Tennis, BALLS	31	24
Tennis, RAQUETS	11	
Volleyball, SETS	48	29
Weight Lifting, MISC.	4	5
Wrestling & Tumbling, MISC.	4	2
Other Sports	18	—
AWARDS, PRIZES, GIFTS		
CHRISTMAS GIVEAWAYS (NOT toys)	70	(Xmas Party) 51
JACKETS	25	—
TEE SHIRTS	16	—
TOYS	32	(see Xmas Party)
TROPHIES	81	—
OTHERS	21	—
CULTURAL GOODS		
BOOKS	8	—
DRAMATIC GOODS	11	(Misc. Shows) 29
FILMS	40	44
MUSICAL INSTRUMENTS	10	(Band or Orch.) 12
PROFESSIONAL TALENT	57	—
SHEET MUSIC	19	(Chorus) 36
GAMES & HOBBIES		
CARDS	44	38
CHESS & CHECKERS	19	25
CRAFTS	13	36
HAM RADIO	8	15
PHOTOGRAPHY	10	36
OTHER	4	—
MISCELLANEOUS		
PLAYGROUND EQUIPMENT	23	—
DECORATIONS	11	(Dances) 51
BEER & LIQUOR	20	(Picnics) 70
OTHER	9	—

New NIRA Survey . . .

(continued from page 18)

other hand, is estimated at upwards of $700,000 and includes purchases of bowling shirts (which were bought by 50 per cent of the firms surveyed); shoes (bought by 19 per cent), and balls (16 per cent).

Likewise golf, which ranks second in total participation, with 93 per cent of NIRA firms sponsoring some sort of golf activity. The new survey showed that 51 per cent of U.S. firms buy balls and 24 per cent and 13 per cent buy clubs and carts respectively.

On the other hand, softball, which ranks third nationally as an industrial participation sport with 87 per cent of NIRA firms sponsoring teams or leagues, is an activity almost entirely supported by the industrial recreation budget. The buying survey showed that 84 per cent of the firms polled bought bats last year, and 80 per cent bought softballs.

It must be obvious from the above that recreation activities sponsored by companies fall basically into two budget categories: a) those which must be supported by the company, and b) those which are paid for in whole or in part by the employees themselves.

Some Expense for Employee

There are some activities for which the company spends virtually nothing. Group travel is one of these. Since the entire expense is borne by the individual employee—though group tours and charters are run out of the recreation department—the company's expenditure for travel is virtually nil, and therefore not included in this survey.

Among the facts uncovered by the survey, are the vast markets for toys and trophies. The largest single expense of the year for the typical company is the annual Christmas party. Fifty-one per cent of NIRA firms have Christmas parties, and on the basis of the new survey 32 per cent of those firms buy toys in sizeable quantities—most of them handed out to employees' children during the Yule season. A whopping 70 per cent buy Christmas giveaways other than toys. In all, the 9,000 U.S. firms with more than 500 employees are estimated to be spending some 28.5 million dollars or more annually on toys and giveaways. With the possible exception of group travel, this would make it the biggest *single* market in the field of industrial recreation.

Surprise of the Survey

Another surprise of the survey: next to Christmas toys and giveaways, *trophies* are the single most expensive item on the annual recreation budget. The 9,000 leading U.S. firms are estimated to spend an annual $8.5 million on trophies alone for distribution as awards to the winners of events run through the recreation department. Better than 80 per cent of the firms polled in the new NIRA survey bought trophies in substantial quantities during the past year.

Professional talent proved to be another "sleeper." Many firms list their major expense of the year as the booking of professional entertainment for dances, Christmas parties, picnics, shows, and so forth. Some 57 per cent of NIRA firms "bought talent" last year, ranging from dance bands to magicians and clown acts.

Other interesting facts from the survey: 39 per cent of the firms purchased horseshoes; 38 per cent bought badminton sets; 13 per cent archery tackle, and 10 per cent bought croquet sets.

Though there is evidence that skating parties are encouraged in industry, only 2 per cent of the firm veyed had occasion to buy skating equipment durin past year. Likewise, 2 per cent bought ice skates.

A growing number of firms buy or rent films. Son per cent bought them last year. Music, the survey s is holding its own, with 19 per cent of the firms who resp purchasing sheet music for their choruses last year. T six per cent of NIRA firms are known to sponsor cho

Bridge Is Popular

It's long been known that card games, particularly b are popular in industrial firms, and the survey shows 44 per cent of the firms spent part of their recreation b for cards during the past year.

How much will a *single* firm pay for individual recr items? Different NIRA firms, according to the survey, the following amounts last year: softball bats—$2 softballs—$3,000; bows—$800; bowling balls—$4 bowling shirts—$9,600; golf balls—$3,368; cards—$4 trophies—$17,500; professional talent—$19,760; Chri giveaways—$36,000, and fishing tackle—$2,500. One pany pegged the employee bar bill at $12,000 annu meaning presumably beer for picnics. Another purch $4,500 worth of row boats.

Perhaps the most unusual item purchased by any covered by the survey was a $350 portable "chronogra which is a complicated device for measuring the vel of projectiles on the rifle range.

The figures of this survey cover a single fiscal year Keep in mind that such items as billiard tables, tennis ta musical instruments, playground equipment, and many items that will be obvious to you as you run your eye down list of activities on Table 3, have life spans of much than a single year though perhaps they are not durable enc to be considered part of a permanent "facility."

Companies Spend Generously

In addition, despite the fact that it is entirely com for companies to spend generously on employee rec tion—part of the funds coming from corporate profits—t is still a reluctance among some firms to release fig relative to the recreation budget. This seems especially among firms with publicly held shares, and doubly so firms in the defense industries. In most cases, howe the firms which responded to the NIRA survey either ported the volume of their purchases or the dollar amo or both.

In conclusion, the industrial recreation market nationa which the Federal Reserve Bank of Philadalphia has e mated to be in excess of $1 billion per year, is a dyna new market whose growth is pegged to the fantastic incre in leisure time which sociologists say is about to eng us, as well as to the growing consciousness among busine men of their responsibility for the afterhours activities their employees.

Hopefully, the "market" will not overshadow the ultim goal of the industrial recreation movement—that the bu ness and industrial employee and his family be given opportunity to use leisure fruitfully.

The tabulation of this survey was completed for NIRA under the direction of D. D. Cooper.

1964 PROCEEDINGS

LECTIONS OF THE BEST SEMINAR REPORTS FROM NIRA'S NATIONAL CONFERENCE IN CLEVELAND

On the next nine pages, you'll find reports on a wide range of recreation and related topics as presented by the seminar chairmen of NIRA's Cleveland Conference. Each chairman is a NIRA member with long experience in the field he is reporting on. These proceedings reports should become a permanent part of your industrial recreation library.

Skiing Clubs

E JOHNSON, Recreation Director, Sandia Albuquerque, N. M.

ing has a fascinating history—from the nt peoples who fashioned the first crude ments out of the bones of large animals e snow-borne troops that fought on n the Alps during World War II.

Sandia Corp., as at other firms around country, the sport has achieved tre- ous popularity as employee recreation. Coronado Ski Club is the name of our oyee skiing group. The ski club was ized in October, 1961 within the frame- of the Coronado Club (a company- ored employee club and restaurant). It des a central point of interest for em- es interested in skiing. Employees' ies are allowed to participate.

e primary function of the ski club is to ote and encourage the sport of skiing n the membership of the Coronado Club. s first year of operation, the ski club ed 75 adults and approximately 40 r members (16 years of age or less). ings are held once a month from Octo- o April.

Significant Events

e significant events of the first year of tion were:

Meetings. Eight meetings were held dur- he first season. Ski movies were shown ch and a style show and rummage sale worked into the schedule as well.

Patches. The Ski Club furnished der patches (Coronado Club Crest) to membership to publicize the fact that Coronado Club has many active skiers e slopes of New Mexico.

Ski Trips. Several one-day trips were made to Santa Fe and two to La Madiera during the first year. The high point of the year was a four-day ski trip to Red River, N. M. More than 50 members made this trip over Washington's Birthday.

—Junior Races. Eighteen junior members participated in these races in six age groups. The races were held at Red River, N. M. A slalom course was set up for juniors, age 6 and older, while those younger than six raced on a down-hill course. Trophies and medals were presented to the winners in each class.

Ski Club Swim Party

—Social Functions. Three parties were held during the summer at the club, one of which was a swimming party.

The second year of operation was patterned after the first, except that ski lessons were added for junior members of the club during December and January.

The club has been successful in bargaining with resorts for reduced group rates for accommodations and lessons for its members. It has also stressed safety and as a result accidents have been minimized.

Physical fitness has been a matter of interest to the members of the club. Many of them joined the larger Albuquerque Ski Club which has a pre-season physical fitness program. A physical fitness course operated by the Coronado Club is now under consideration.

One of Sandia's prime interests is in the value of skiing to good health, as a recreational activity that can be enjoyed—male or female; young and "older"—with restrictions imposed by an individual's interests and capabilities. Skiing is fun, but it requires good health. Many Americans save money for ski vacations. Then most of them casually throw part of their savings away by not getting into good physical condition weeks before the trip.

A crash program of conditioning involving the usual exercises recommended for skiers—50 knee bends, sitting with one's back pressed against the wall while counting to 100, and jumping rope—will only make muscles ache and isn't recommended for skiers or any other kind of athlete. Begin slowly but regularly long before the trip.

Basically, the muscles used in skiing are leg muscles. These can be strengthened while limbering up the knees at the same time. Regular exercises should include half knee bends, toe walking, toe touching, and some pushups. Tiptoe walking strengthens the lower leg muscles. Men, while shaving in the morning, should try standing on one leg, flexing the knee. Housewives might try picking up the children's toys in a deep-knee-bend motion instead of stooping from the waist.

Stair Climbing Helps

One of the best exercises is walking. This does not mean a slow leisurely stroll, but rather a brisk, purposeful walk. Walking for health can easily become part of daily life and you may well end up walking for exercise. Climbing stairs is another excellent means of exercising. Again you should not run up the stairs, but do it deliberately and with purpose, making certain the muscles of the leg push you up.

Dancing is another good approach to preparing for the ski season. The livelier the dance the better. Bicycling is also very good preparation for skiing, as is running. To enjoy skiing takes good health and preparation. The preparations one makes are those he might make for many other sports and are all conducive to more healthful living.

In short, skiing is one of the most healthful sports in which one can participate, and

recreation directors located where skiing is a practical activity for employees to engage in are missing a bet if their firm is without a club.

Toastmasters

PAUL W. SCHUETTE, Secretary, Thompson Ramo Wooldridge, Inc., Cleveland, O.

The Toastmasters club at Thompson is a "men only" organization. But there's an equivalent for ladies, known as Toastmistresses. Both clubs are affiliated with an organization known as Toastmasters International.

The purpose of a Toastmasters Club is to seek to improve its members in understanding, in communication, in leadership. It seeks to develop the total personality, widen the horizons, and enhance self-confidence among its members. It does this with speech as its tool, in a significant and satisfying manner.

Essentially a Toastmasters Club is a self-improvement organization in which each of the members attempts to improve his abilities in the art of communication. Although there may be some variations among the different clubs, a typical meeting at our Toastmasters Club, which meets for dinner in the evening, begins with a topic session which is held during the meal. One of the members who has been named Topic Master for the evening presents a subject for the others to talk about.

Each of the members in turn speaks on this subject for from one to two minutes. In some cases the subject is assigned as the speaker gets on his feet, with no advance warning, and in other cases a general subject may be announced a few minutes in advance and all of the speakers other than the first one may have that much additional time to think about what they are going to say. Essentially, these talks are completely extemporaneous, however, and the idea is to get each person on his feet and speaking whether he knows anything about the subject or not.

Opportunity to Speak

The second portion of the meeting consists of a short business session in which most of the members participate and may have an additional opportunity to speak. The third and most formal portion of the meeting is conducted by one of the members who is assigned as toastmaster of the evening and who introduces four or five speakers of the evening. These speakers each give a four to six minute talk which they have prepared in advance. Following the talks, the toastmaster introduces another member who has been assigned as chief evaluator or chief critic of the evening and he in turn introduces individual evaluators for each of the speakers.

In addition, one of the members acts as grammarian for the evening to look for grammatical errors and another keeps track of "ahs" and awards an "Ahskar" to the member with the most "ahs" during the evening. Another member serves as the timer and reports on the time of the various talks. The entire meeting runs a little more than two hours, including the meal. Some clubs which meet at noon, complete the program in an hour.

A unique feature of the session is the evaluation period. There are many other organizations which a man can join which give him an opportunity to speak in front of a group. The Toastmasters also gives him an opportunity to find out what others think of his speaking ability, and to obtain suggestions for ways in which he can improve. In the toastmasters club, someone tells you what you're doing wrong and it gives you an opportunity to find and eliminate your faults.

Assume Responsibilities

A man joins a Toastmasters group because he knows he is going to have to assume certain responsibilities which will require him to appear in front of groups and he wants to improve his ability to do so. Many individuals may join just because they enjoy the meetings, or they may wish to improve their speaking ability without having a specific purpose in mind. They may be looking for advancement in their jobs. Every job, particularly supervisory jobs, require that a man be able to communicate intelligently with his fellow workers and every man can benefit by obtaining training in organizing and expressing his thoughts.

In most cases where a man remains in Toastmasters for a year or more there has been a very apparent improvement in his ability to get up on his feet and express himself clearly and intelligently. In many cases the improvement has been sufficiently marked so that the man has improved his job or added to his earning ability. Everyone who has participated actively has very definitely benefited from that participation.

Any man or woman interested in self-improvement should be interested in Toastmasters, and it is highly desirable for a company to encourage such activity. There is probably no other employee activity which a company can sponsor which will provide as many benefits to the company as the formation of Toastmasters clubs. As the members improve their individual abilities, they inevitably improve their capacity to work with other people and accomplish more than other people. A company, after all, is the reflection of the combined abilities and efforts of its employees, and it must benefit as the employees benefit.

Employee Athletics

J. R. MITCHELL, Chief of Employee Services, General Dynamics/Astronautics Recreation Assn., San Diego, Calif.

We have heard much of late about the value of athletics for industrial employees—heard much but done little. I know of no better way to begin than by quoting some of the most eminent sources available on the subject:

"That which is used, develops; and that which is not used, wastes away." Hippocrates.

"Coffee breaks don't make as good sense as exercise breaks." Medical Director, Douglas Aircraft.

"At least one of every four Americans is overweight." President's Council on Fitness.

"The pursuit of athletics, as a way of life, helps to keep healthy hearts healthy and helps to prevent the onset of cardiovascular disease. The problem of obesity begins early in life and is as much a matter of underactivity as of overeating." The American Medical Association.

"We can fully restore the physical soundness of the nation only if every American is willing to assume responsibility for his own fitness and the fitness of his children." J Kennedy.

"The fundamental problem with th jority of our athletic programs is that th highly matured, well-taught, and w ministered activities are planned for thos need them least—the small per cent o letes who make up our varsity teams. Th grams we need are for the other 90 pe Provision for such programs is a basic na need." Bud Wilkinson, President's Cou Physical Fitness.

"It is a proven fact that the physica employee is more alert, has more stamin a better disposition, and consequently better employee." Frank Echevarria, Ph Fitness Consultant.

Provide Fitness

What can we add? These are not jus isms to be shrugged off lightly. We in trial recreation are still not playing the p the field of athletics and physical fitnes we ought to be. We ought to be w (though not many of us are) to take a c look at our programs, to evaluate them remodel them, if they are lacking, in orc give greater emphasis on athletic progran

What can you, as a recreation director If you answer the following questions i negative, you're obviously not doing enc

—Does your recreation program pr fitness centers and special interest at clubs?

—Does your program provide prope struction as well as competition in at events?

—Are all of your athletic facilities r easily available to all employees and are used consistently on a year round, day-evening basis?

—Is the percentage of your employees participate in programs which provide a m ure of physical fitness high—or low? (tract the participation figures of your bow leagues—which provide only a bare minim of the physical fitness requirements that w lieve necessary—and then answer the s question again.)

A closing thought . . . Take a look at y selves—you, the leading industrial recrea specialist in your company. Do you person set a good example for the employees of y company in the area of physical fitness? you overweight? Do you get some vigor physical activity periodically either by par pating in sports and games or by exercisin home?

If you can't answer these questions in affirmative, then your work is cut out for y

Employee Fitness

DANIEL H. ZIEVERINK, Supervisor of Emplo Services, General Electric Co., Cincinnati, O.

Numerous industrial recreation direct have recently become interested once ag in employee fitness, possibly because m of them were participants in physical act ties program at school or in military servi As a result of this participation t realize the values to be gained throu participation in these activities, and this one of the reasons they entered into profession.

In tracing the history of industrial rec tion, most plant programs seem to start w

(Continued on page 32)

NIRA

BUYERS GUIDE

1965

OF THE GUIDE: It is NIRA's primary intention in developing this guide to the recreation director, a useful year-round tool for the selection and of recreation goods and services; secondly, the guide is intended to provide service to the companies listed here, because they have demonstrated their or NIRA through memberships, advertising, or exhibits at NIRA conferences.

USE: Firms are listed in alphabetical order in sections which describe their eld of interest—"SPORTING GOODS, TRAVEL," etc.—and when further classi- necessary, according to a specific product or service—"Table Tennis, Tour " and so forth. (For a complete breakdown of categories, see top of next

S IN THIS ISSUE: In many cases, the firms listed in the Guide have adver- in this issue. A note to that effect is carried with the listing and it will be you to refer to the ad for a complete product appraisal when using the guide.

NIRA

BUYERS GUIDE

ATHLETIC APPAREL

AMF PINSPOTTERS, INC. 516 ED 3-6900
Full line of bowling equipment—and sporting goods under the Voit label.
—J. B. Donovan, Jericho Turnpike, Westbury, L.I., N.Y.

BRUNSWICK CORP. 312 WE 9-3000
Complete line of bowling accessories.
—J. G. Thomas, V.P., 623 S. Wabash Ave., Chicago, Ill. 60605

BRUNSWICK SPORTS 513 541-3464
Varied line of athletic and sportsman's apparel under "MacGregor" and "Red Head" labels.
—4861 Spring Grove Ave., Cincinnati 32, Ohio

AMERICAN KNITWEAR & EMBLEM MFRS. 603 382-8936
Imprinted sweat shirts, tee shirts, jackets, gym suits, hats, emblems, pennants, ribbons, banners. Custom-made. Submit quantity and design.
—Dick Keezer, Sls. Dir., Chadwick St., Plaistow, N. H. 03865

CHAMPION KNITWEAR CO., INC. BR 1-2235
Processed sportswear.
—Joe Carroll, 115 College Ave., Rochester 7, N.Y.

CONVERSE RUBBER CO. 312 FI 5-3440
Footwear for basketball, tennis, track, football, boating, fishing, and hunting.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.

KING LOUIE INTERNATIONAL, INC. 816 BA 1-2977
Bowling shirts and blouses; skirts and slacks.
—311 W. 72nd St., Kansas City, Mo. 64114

NATIONAL SPORTSWEAR & CREST CO.
Tee shirts, sweat shirts, jackets, emblems, name patches.
—Westville, N.H. 03892

THE MAC GREGOR CO.
Varied line of sporting goods apparel. (See listing under Brunswick Corp.)

PRINTWEAR, INC. 312 582-8660
Varied line of athletic apparel.
—Sam Santo, Pr., 5426 W. 54th St., Chicago, Ill. 60638

BEVERAGES

THE COCA-COLA CO. 404 TR 5-3411
Manufacturer of syrup for Coca-Cola, Sprite, Fanta, and Tab for bottle, fountain, pre-mix, can. Offered to industry through bottlers, wholesalers, jobbers, and cup operators in vending machines and over-the-counter dispensers.
—Gilmer Weston, P.O. Drawer 1734, Atlanta, Ga. 30301

PEPSI-COLA CO. 212 MU 8-4500
Pepsi-Cola, Teem, and Patio flavors.
—Bob Thomson, 500 Park Ave., New York, N.Y. 10022

PEPSI-COLA BOTTLING CO. OF CLEVELAND HE 1-2900
Complete line of soft drink equipment; special events.
—Carmen Palumbo, 3209 Chester Ave., Cleveland, O.

THE SEVEN-UP COMPANY 314 GA 1-0960
Seven-Up is available in bottles, cans, pre-mix or fountain syrup. Vending machines and special events equipment available in most areas. Contact local Seven-Up bottler.
—J. R. Schaack, 1300 Delmar Blvd., St. Louis, Mo. 63103

CRAFTS & GAMES

AMERICAN HANDICRAFTS CO. 216 43
Varied line of handicrafts.
—Fred Taylor, 4416 Euclid Ave., Cleveland, O. 441

TANDY LEATHER CO. 817 ED
Leather, tools, patterns, leather kits and related pro
—Harlan Swain, Pr., 1001 Foch St., P.O. Box 791, Worth, Tex.

TANDY LEATHER CO. SU 1
Leather and leathercraft supplies.
—Norm Calloway, 1278 Ontario St., Cleveland, O.

IMMERMAN AND SONS, INC. 216 PR 1
Distributors of copper enameling supplies and crafts terial for all age levels. Supplies, equipment, books, group projects.
—Milton Immerman, 1924 Euclid Ave., Cleveland, O.

U. S. PLAYING CARD CO.
Manufacturers of playing cards: Congress, Bicycle, B etc.
—Allison F. Stanley, Pr., Beech St. & Park Ave., Cin nati 12, O.

WHITMAN PUBLISHING CO.
Manufacturers of plastic-coated playing cards.
—Div. of Western Publishing Co. Jerry Brown, Adv. Mg Racine, Wis.

(See ad on page 3)

ENTERTAINMENT

JEROME H. CARGILL PRODUCING ORG.
Producers of employee participation shows. Includes rectors, costumes, scenery, scripts, scores.
—140 Fifth Ave., New York, N.Y. 10011

NOBLE-BERGNER AGENCY, INC. 216 TO 1-1
Theatrical agency specializing in music, shows, mode
—Clint Noble, 814 Fidelity Bldg., Cleveland, O. 44114

JEAN M. MC ILWAIN
Outstanding musical programs for employee participati events. Nationwide service. Requires only one day's hearsal.
—354 Madison Ave., Glencoe, Ill.

PARAMOUNT ATTRACTIONS 312 944-26
Talent production organization specializing in industri recreation field. For employee functions where music a entertainment is considered.
—Arthur Goldsmith, 952 N. Michigan Ave., Chicago, Il

TWYMAN FILMS, INC. 513 222-40
Distributors of 16mm sound motion pictures, feature leng and shorts for noon movies, family nights, and speci events.
—Alan P. Twyman, Program Consultant, 329 Salem Av Dayton, O. 45401

FACILITIES

'HITECTS

H H. BURKE, INC. 312 631-2263
rchitects. Complete architectural and engineering serv-es as recreation consultants. Includes recreation surveys, asibility studies, site planning, site selection. Design of wimming pools, artificial ice rinks, Par 3 golf courses, ecreation centers, marinas, parks.
-J. L. Donoghue, Pr., 20 N. Wacker Dr., Chicago, Ill. 60606
(See ad on page 42)

IISON AND RIPPEL 232-1589
rofessional design and engineering service for the de-elopment of outdoor recreation space.
-Arthur L. Harrison, Municipal Airport, Box 328, Ames, Ia.

'ADZEAN & EVERLY LTD.
'lanning, engineering, consulting on community centers, oos, pools and rinks, golf courses, etc.
—874 Green Bay Rd., Winnetka, Ill. or 105 Ashton St., Montreal P. Q., Canada
(See ad on page 38)

CREATION EQUIPMENT

ERICAN PLAYGROUND DEVICE CO. 317 642-0280
Heavy duty playground, swimming pool, dressing room equipment; picnic grills and tables, park benches, softball and tennis backstops.
—Warren P. Miller, Pr., P. O. Drawer 790, Anderson, Ind.

PINSPOTTERS, INC. 516 ED 3-6000
Manufacturers of automatic pinspotters; underlane ball returns; streamline decor equipment; bowling lanes, pins, balls, bags, and shoes.
—J. F. Donovan, Jericho Turnpike, Westbury, L.I., N.Y.

LIN SEATING, INC. 361-2152
Spectator seating for multi-sports events both indoors and out, including all-steel portable bleachers, "Parkline" bleachers, and "Ez-A-Way" telescopic gym seats.
—David McCarthy, Sls. Mgr., P.O. Box 151, Berlin, Wis.
(See ad on page 43)

NSWICK CORP. 312 WE 9-3000
Manufacturers of automatic pinspotters and billiard tables, as well as complete line of bowling and billiard facility equipment.
G. J. O'Keefe, 623 S. Wabash Ave., Chicago, Ill. 60650

N-LOK SYSTEMS, INC. 716 456-1161
Coin-operated lockers for all recreation facilities.
—Subsidiary of American Locker Co., George Niden, Exec. V.P., Jones & Gifford Ave., Jamestown, N.Y. 14701
(See ad on page 38)

FLXIBLE COMPANY, LOCKER DIV. 419 994-3408
Lockers, coin-operated for automatic, high security checking; locks for pay-as-use or coin return; keys from proprietary blanks not released to key shops.
—J. Austin Smith, Loudonville, O. 44842

ME-TIME, INC. 616 542-2345
Playground equipment, physical fitness equipment, park equipment and furniture.
—Robert Wormser, Litchfield, Mich.

MIRACLE EQUIPMENT CO. 515 236-4000
Complete line of playground equipment featuring fiberglas swings, slides, whirls, tables, benches, and shelters in permanent colors. New 3 and 5 row portable bleacher in rainbow colored fiberglas.
—D. H. Howig, Box 275, Grinnell, Ia.

PORTER ATHLETIC EQUIPMENT CO. 312 NA 5-5405
Varied line of gymnastic, playground, and basketball equipment with distributors in every state to install and service.
—Leonard G. Naab, Sls. Mgr., 9555 W. Irving Park Rd., Schiller Park, Illinois.

RECREATION EQUIPMENT CORP. 317 643-5315
Playground equipment, swimming pool equipment, indoor basketball backstops.
—John D. Nash, Dept. RM, Anderson, Ind.

MAINTENANCE SUPPLIES

HILLYARD CHEMICAL CO. 816 AD 3-1321
Manufacturers of floor treatment and maintenance materials serving the institutional and industrial trade. Cleaners, waxes, seals, gym finishes, and dressings.
—R. Haskell Hillyard, 302 N. 4th St., St. Joseph, Mo.
(See ad on page 15)

RYAN EQUIPMENT CO.
Manufacturers of varied line of lawn care equipment.
—2055 White Bear Ave., St. Paul, Minn.

PRIZES, TROPHIES, GIFTS

AMERICAN TROPHY & AWARD CO. 312 WE 9-3252
Manufacturing and sales. Trophies and plaque awards, business gifts, and specialists in incentive programs for industry. Custom engravers.
—Al Goldberg, 823 S. Wabash Ave., Chicago, Ill.
(See ad on page 44)

EDWIN W. LANE CO. 312 ST 2-2317
Incentive awards, trophies, plaques, emblematic jewelry, business gifts, advertising specialties, prizes.
—Don Thompson, 32 W. Randolph, Chicago, Ill. 60601
(See ad on page 42)

THE FAULTLESS RUBBER CO. 21533
Varied line of sponge and vinyl playballs and balloons.
—East Fourth St., Ashland, O. 44805
(See ad on page 40)

FISHER-PRICE TOYS, INC. 716 652-7000
Manufacturer of preschool toys—push, pull, educational, musical, infant, animal toys, circus toys.
—Richard H. Morgan, Adv. Mgr., 606 Girard Ave., East Aurora, N.Y. 14052

GOLDEN AWARDS 301 739-6099
Trophy and award sales, pins, medals, plaques, silverware and excellent engraving; designs available upon request; Specializing in the industrial and educational groups.
—R. A. "Buz" Langlotz, Box 586, Hagerstown, Md.

GRAND PRIX TROPHIES
Varied line of trophies for sports and other events.
—505 Fifth Ave., New York, N.Y. 10017

KONDIK ADVERTISING CO. 216 292-6060
Party supplies; unusual business gifts; novelties, and advertising specialties.
—Donald W. Kondik, 25400 Miles Rd., Bedford Heights, O.

LION BROTHERS CO., INC. 301 HU 6-1000
World's largest manufacturers of embroidered emblems and insignia for identification, awards, etc.
—John C. Atkinson, Owings Mills, Md. 21117

MOFFETT & KLEIN CORP. 212 OX 7-1060
"Congratulations," an industrial baby shoe program.
—John E. Klein, 141 E. 44th St., New York, N.Y. 10017

ORGANIZATION SERVICES, INC. 313 TE 4-9020
Picnics, parties, favors, incentives, gifts. Specialists in Christmas parties for children.
—Irv Richter, Pr., 8259 Livernois, Detroit 4, Mich.

PAULICH TROPHIES 216 481-6300
Trophies and special awards for any occasion.
—John Paulich, 15813 Waterloo Rd., Cleveland, O. 44110

I. PUKEL, INC. 212 GR 7-7733
Imported Swiss musical and plain stuffed toys. Samples on request.
—Isadore Pukel, 107 E. 2nd St., New York, N.Y.

SAUNDERS MFG. & NOVELTY CO. 216 241-3817
Christmas toys and packages, candy canes and stockings; party favors and hats for New Year's.
—Dave Shanker, 708 Frankfort Ave., Cleveland, O. 44113

SMITH ENTERPRISES, INC. 328-3826
Originators of "The Company Christmas Tree" gifts for children and adults.
—Dick Burris, 181 Lee St., P. O. Box 188, Rock Hill, S.C.

SERVICE ORGANIZATIONS

AMATEUR SOFTBALL ASSOCIATION 201 MA 3-6375
Official softball rulebook and guide; BALLS & STRIKES, softball newspaper; illustrated softball rules and how to improve your softball; full advisory service to all NIRA members.
—Don Porter, 11 Hill St., Suite 201, Newark 2, N.J.

AMERICAN BOWLING CONGRESS 414 962-3520
A non-profit, non-commercial membership organization dedicated to the highest ideals of service, leadership, rules, specifications to five million tenpin bowlers.
—Frank K. Baker 1572 E. Capitol Dr. Milwaukee Wis. 53211

AMERICAN FISHING TACKLE MFRS. ASSN. 312 CE 6-0565
A non-profit organization of U. S. manufacturers whose objective is to maintain a high standard of conduct, efficiency and usefulness to the industry, to the government and to the public.
—A. J. Boehm Exec. Dir. 20 N. Wacker Dr. Chicago Ill. 60606

THE ATHLETIC INSTITUTE 312 527-2680
Visual sports instruction aids.
—Joseph H. Hill, Dir. of Pro., 805 Merchandise Mart, Chicago, Ill. 60654
(See ad on page 6)

BILLIARD CONGRESS OF AMERICA 312 AN 3-6697
Official ruling body of billiards. Publishers of official rule and record book ($1.25); and instructional guide book (.25).
—William Sheffer, Pr., 20 N. Wacker Dr., Chicago, Ill. 60606

BOWLING PROPRIETORS ASSN. OF AMERICA 312 8
National non-profit trade association with varied
services for proprietor members and establishments
sponsors Youth Bowling Association.
—Howard C. Seehausen, Exec. Dir., 111 S. Washi
Park Ridge, Ill.

BOY SCOUTS OF AMERICA CH
Fun, character development, citizenship training, ph
fitness programs for the boys of America.
—Wallace Hill, Dir. Industrial Relations, New
wick, N.J.

INTERNATIONAL ASSN. OF AMUSEMENT PARKS 312 RA
Dedicated to publicizing advantages of using amus
parks for company picnics and outings.
—Robert H. Blundred, Exec. Sec., 203 N. Wabash
Chicago, Ill. 60601

NATIONAL BOWLING COUNCIL
Materials and programs for the promotion of bowli
industrial plants, factories, and industry in general.
—A. E. Ebersole, Exec. Secy., 1420 New York Ave., W
ington, D. C. 20005

NATIONAL GOLF FOUNDATION, INC. 312 527
Nation's source of planning and organizing inform
for the development of all types of golf activities and f
ties.
—Rex McMorris, 804 Merchandise Mart, Chicago, Ill.
(See ad on pages 4 and 5)

NATIONAL INDUSTRIAL RECREATION ASSN. 312 AN 3
National non-profit association dedicated to promo
recreation among industrial employees. Major sourc
recreational program information. Publishers of REC
TION MANAGEMENT.
—Don L. Neer, Exec. Dir., 20 N. Wacker Dr., Chicago,
6
(See ad on page 35)

NATIONAL RIFLE ASSOCIATION 202 783-
Recreational shooting programs for rifle, pistol and shot
Publications on shooting subjects.
—J. H. Fauntleroy, 1600 Rhode Island Ave., N.W., Washi
ton, D.C. 20036

NATIONAL SHOOTING SPORTS FDTN., INC. 203 637-3
Non-profit trade association of sporting arms and
munition, components, accessories, clothing, etc.; publ
ing members. Distribute literature on hunting and shoot
—Charles Dickey, Dir., 1075 Post Rd., Riverside, Conn. 06

NATIONAL SPORTING GOODS ASSN. 312 HA 7-8
National trade association for the sporting goods indus
publishers of SELLING SPORTING GOODS, monthly tr
magazine.
—G. Marvin Shutt, Exec. Dir., 23 E. Jackson Blvd., Chica
Ill. 60604

U. S. TABLE TENNIS ASSN. RA 4-2
Sanctioning tournaments, memberships, club and leag
affiliation, standards of rules and equipment, publicity,
hibitions, general table tennis information.
—Richard F. Feuerstein, 1031 Jackson St., St. Charles, I
(See ad on page 44)

THE WORLD OUTDOORS, INC. 203 748-2
Free hunting, fishing, and adventure films in color a
sound. Write for free catalogue.
—Fred M. Carley, P. O. Box 549, Danbury, Conn.

SPORTING GOODS

CHERY

PEARSON, INC. **501 JE 4-6411**
en Pearson bows, arrows, sets, leathergoods, targets and ccessories, as well as automatic archery ranges.
-Pine Bluff, Arkansas.

ESPEARE CO. **FI 4-0101**
aried line of archery equipment.
-W. J. Laurent, Adv. Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich.

SEBALL

RONDACK BATS, INC. **315 429-5281**
Adirondack bats.
—Hal Schumacher, Adv. Mgr. McKinley Ave., Dolgeville, N.Y.
(See ad on page 50)

NSWICK-MAC GREGOR CO. **513 541-3464**
Varied line of baseball equipment.
—4861 Spring Grove Ave., Cincinnati 32, O.

BEER & SON **518 HO 5-3345**
Manufacturer of baseballs.
—John E. Bentley, 66 Orange St., Albany, N.Y. 12201

HANNA MFG. CO. **LI 8-2244**
Baseball, Little League, and other youth league bats.
—J. E. Broadnax, P. O. Box 1266, Athens, Ga.
(See ad on page 50)

LERICH & BRADSBY CO. **502 585-5226**
Louisville Slugger bats.
—Jack McGrath, V.P., 434 Finzer St., P.O. Box 506, Louisville, Ky. 40201
(See ad on page 2)

LDING SALES CORP. **413 536-1200**
Complete line of baseball equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

LSON SPORTING GOODS CO. **312 GL 6-6100**
Complete line of baseball equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

ASKETBALL

UNSWICK-MAC GREGOR CO. **513 541-3464**
Complete line of basketball equipment.
—4861 Spring Grove Ave., Cincinnati 32, O.

NVERSE RUBBER CO. **312 FI 5-3440**
All Star basketball shoes.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.

E FAULTLESS RUBBER CO. **21533**
Manufacturers of basketballs.
—G. P. Glasser, E. Fourth St., Ashland, O. 44805
(See ad on page 40)

RTER ATHLETIC EQUIPMENT CO. **312 NA 5-5405**
Basketball equipment.
—Leonard G. Naab, Sls. Mgr., 9555 W. Irving Park Rd., Schiller Park, Ill.

RAWLINGS SPORTING GOODS CO. **314 CH 1-2900**
Varied line of basketball equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. **413 536-1200**
Varied line of basketball equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. **312 GL 6-6100**
Varied line of basketball equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

BILLIARDS

AMF PINSPOTTERS, INC. **516 ED 3-6900**
Complete line of billiards for home and commercial use.
—J. F. Donovan, Jericho Turnpike, Westbury, L.I., N.Y.

BRUNSWICK CORP. **312 WE 9-3000**
Billiard tables, accessories, maintenance equipment, and instructional films.
—J. G. Thomas, V.P., 623 S. Wabash Ave., Chicago, Ill. 60605

BURROWES MFG. CORP. **207 772-5406**
Pocket billiard tables. Ping pong tables.
—George Proctor, Gen. Sls. Mgr., 70 Free St., Portland Maine.
(See ad on back cover)

THE NATIONAL BILLIARD MFG. CO. **513 271-8888**
Professional and home billiard tables.
—W. H. Gunklach, 3956 Virginia Ave., Cincinnati 27, O.
(See ad on page 34)

BOWLING

AMF PINSPOTTERS, INC. **516 ED 3-6900**
Complete line of bowling equipment and accessories.
—J. F. Donovan, Jericho Turnpike, Westbury, L.I., N.Y.

BRUNSWICK CORP. **312 WE 9-3000**
Bowling equipment, supplies, and instructional films.
—J. G. Thomas, V.P., 623 S. Wabash Ave., Chicago, Ill. 60605

FISHING

SHAKESPEARE CO. **FI 4-0101**
Varied lines of fishing tackle.
—W. J. Laurent, Adv. Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich.

CONVERSE RUBBER CO. **312 FI 5-3440**
Varied line of fishing boots.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.

FOOTBALL

BRUNSWICK-MAC GREGOR CO. **513 541-3464**
Varied line of football products.
—4861 Spring Grove Ave., Cincinnati 32, O.

THE FAULTLESS RUBBER CO. **21533**
Manufacturer of footballs.
—East Fourth St., Ashland, O. 44805
(See ad on page 40)

RAWLINGS SPORTING GOODS CO. **314 CH 1-2900**
Varied line of football equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Varied line of football equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Varied line of football equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

GOLF

BRUNSWICK-MAC GREGOR CO. 513 541-3464
Varied line of golf goods.
—4861 Spring Grove Ave., Cincinnati 32, O.

GOLF BALL ADVERTISING CO. 215 LO 3-3745
Golf balls, liquid or steel center, imprinted with company and/or golf league names, trademarks.
—Chick White, Sls. Mgr., P.O. Box 4332, Philadelphia 18, Pa.
(See ad on page 37)

HILLERICH & BRADSBY CO. 502 585-5226
Hillerich & Bradsby and Power-Bilt golf clubs.
—Jack McGrath, 434 Finzer St., P.O. Box 506, Louisville, Ky. 40201
(See ad on page 2)

INTERNATIONAL GOLF PRODUCTS 312 654-2266
Adjustable all-in-one golf clubs.
—W. W. Beutler, Oakbrook Road, Oak Brook, Ill.

NORTHWESTERN GOLF CO. 312 275-0500
Golf equipment and accessories.
—Chet H. Condon, 4701 N. Ravenswood Ave., Chicago, Ill. 60640

PAR GOLF MFG. CO. 787-1757
Golf supplies for indoor and outdoor practice range, miniature, regulation, and Par 3 courses. Wholesale prices on golf balls, bags, clubs, and accessories.
—Milan, Ill.
(See ad on page 39)

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of golf goods.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SHAKESPEARE CO. FI 4-0101
Varied line of golf goods.
—W. J. Laurent, Adv. Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich.

SPALDING SALES CO. 413 536-1200
Varied line of golf equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

SPORTSMAN GOLF CORPORATION
Varied line of golf clubs and accessories.
—2020 Indian Boundary Dr., Melrose Park, Ill.

U. S. GOLF HANDICAPS
Handicapping services for industrial golf clubs by electronic computer.
—Bill Brown, Exec. Dir., 23 Second Ave., San Mateo, Calif.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Complete line of golf equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

GYMNASTICS

PORTER ATHLETIC EQUIPMENT CO. 312 NA 5-5405
Varied line of gymnastic equipment.
—Leonard G. Naab, Sls. Mgr., 9555 West Irving Park Rd., Schiller Park, Ill.

SOFTBALL

ADIRONDACK BATS, INC. 315 4
Adirondack bats.
—Hal Schumacher, McKinley Ave., Dolgeville, N. Y.
(See ad on page 50)

J. deBEER & SON 518 HO
deBeer softballs.
—66 Orange St., Albany 1, N. Y.

BRUNSWICK-MAC GREGOR CO. 513 54
Complete softball line.
—4861 Spring Grove Ave., Cincinnati 32, O.

THE HANNA MFG. CO. LI
Softball bats.
—J. E. Broadnax, P.O. Box 1266, Athens, Ga.
(See ad on page 50)

HILLERICH & BRADSBY CO. 502 585
Louisville Slugger bats.
—Jack McGrath, V. P., 434 Finzer St., P.O. Box 506, L ville, Ky. 40201
(See ad on page 2)

RAWLINGS SPORTING GOODS CO. 314 CH 1
Varied line of softball equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536
Varied line of softball goods.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6
Equipment and accessories for softball.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 601

SHOOTING SPORTS

DAISY MFG. CO.
Manufacturers of CO^2 rifles and pistols.
—CO^2 Division, Box 964J2, Rogers, Ark. 72756

SAVAGE ARMS 413 LO 2-2361
Manufacturers of "Savage," "Stevens," and "Fox" sp ing shotguns and rifles; Savage reloading equipment (s shell and center fire cartridge). Sole source in U. S. Canada for "Anschutz" small bore target rifles "Savage/Anschutz" target and sporting rifles; Sav telescopic sights.
—Div. of Emhart Corp., W. J. O'Connor, Gen. Sls. M Westfield, Mass. 01085
(See ad on page 43)

TABLE TENNIS

HAMILTON ERICKSON MFG. CO.
Mobile folding tennis tables.
—Two Rivers, Wis.
(See ad on page 33)

SICO MFG. CO., INC. 612 WE 9-4
Mobile folding tennis tables.
—E. M. Fauchaud, V.P., 5215 Eden Ave. South, Minneapo 24, Minn.

TENNIS

BRUNSWICK-MAC GREGOR CO. 513 541-34
Complete tennis line.
—4861 Spring Grove Ave., Cincinnati 32, O.

CONVERSE RUBBER CO. 312 FI 5-34
Tennis shoes.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.

›N RACQUET CO. **513 692-8556**
›el framed racquets with steel springs.
E. Louis Munday, 302 S. Albright St., Arcanum, O. 45304
(See ad on page 43)

NGS SPORTING GOODS CO. **314 CH 1-2900**
ıried tennis line.
ludd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

›ING SALES CORP. **413 536-1200**
ıried tennis line.
Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

›N SPORTING GOODS CO. **312 GL 6-6100**
ıried tennis line.
Gene De Cosse, 2233 West St., River Grove, Ill. 60171

'CELLANEOUS SPORTING GOODS

›NDACK BATS, INC. **315 429-5281**
kis, toboggans, croquet sets, hockey sticks and water skis.
-Hal Schumacher, McKinley Ave., Dolgeville, N. Y.
(also see other SPORTING GOODS listings)
(See ad on page 50)

SWICK SPORTS
runswick manufactures varied lines of athletic goods ıcluding basketball, baseball, softball, track, golf, foot- all, and others under the MacGregor label; a varied line f sportsman's apparel under "Red Head" label.
(see other SPORTING GOODS listings)

VERSE RUBBER CO. **312 FI 5-3440**
'ootwear for field, court, boating, and hunting.
-Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.
(also see other SPORTING GOODS listings)

FAULTLESS RUBBER CO. **21533**
Varied line of athletic balls, including volleyballs and ıickballs.
—G. P. Glasser, East Fourth St., Ashland, O. 44805
(also see other SPORTING GOODS listings)
(See ad on page 40)

'LINGS SPORTING GOODS CO. **314 CH 1-2900**
Varied line of athletic goods for track, wrestling, soccer, badminton, and other team and individual sports.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166
(also see other SPORTING GOODS listings)

LDING SALES CORP. **413 356-1200**
Complete track, soccer, squash, badminton, and volleyball ine.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.
(also see other SPORTING GOODS listings)

SON SPORTING GOODS CO. **312 GL 6-6100**
Complete track line.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171
(also see other SPORTING GOODS listings)

TRAVEL SERVICES

RRIERS

FRANCE
nternational airline.
—P.O. Box 3793, Grand Central Station, New York, N. Y. 10017

NDIA **212 PL 1-4146**
nternational airline serving New York, London, Paris, Prague, Geneva, Rome, Cairo, Delhi, Bombay, Calcutta, Madras and other world cities.
—William F. Burke, Sls. Mgr., 410 Park Ave., New York, N. Y. 10022.

BRITISH OVERSEAS AIRWAYS CORP. **212 MU 7-8900**
International airline serving all major international cities.
—Henry J. Wadge, 530 Fifth Ave., New York, N. Y. 10026

EASTERN STEAMSHIP LINES
Specialists in cruises to Nassau and the West Indies from Miami, Fla.
—P.O. Box 882, Miami, Fla. 33101

FRENCH LINE **312 DE 2-5157**
French Line steamship services for industrial group tours. Representative of the Messageries Maritimes.
—Ralph Hartl, 333 N. Michigan Ave., Chicago, Ill. 60601
(See ad on page 10)

IRISH INTERNATIONAL AIRLINES **212 PL 7-9200**
International scheduled airline serving 32 European cities from New York and Boston. Specializing in employee group tours to Ireland, England, and Scotland.
—Marion Brennan, 572 Fifth Ave., New York, N. Y. 10036

JAPAN AIR LINES **415 YU 2-7343**
International airline, national flag carrier of Japan, jet courier service to U. S., Japan, Orient, and Europe.
—H. Kuriyama, 240 Stockton St., San Francisco, Calif. 94108

KLM ROYAL DUTCH AIRLINES **212 PL 9-2400**
International airline, serving more than 100 cities in 68 countries on all six continents.
—L. M. Nobiletti, 609 Fifth Ave., New York, N. Y. 10017

LUFTHANSA GERMAN AIRLINES **212 PL 9-5522**
Offices in all principal cities of the U. S. and Canada. Lufthansa offers air transportation and custom made tours to Germany and the rest of Europe, Africa, Middle and Far East. North American "gateways" are New York, Chicago, San Francisco, Montreal and effective spring 1965 Boston and Philadelphia. Specializing in skiing and other special interest tours.
—Helmut U. Werner, Comm. Sls. Mgr., 410 Park Ave., New York, N. Y. 10022

SABENA BELGIAN WORLD AIRLINES **212 JU 6-1070**
Recreation travel: charters and special group arrangements for qualified organizations. Daily transatlantic Boeing jets to Europe, Middle East, and Africa.
—720 Fifth Ave., New York, N. Y. 10019

SATURN AIRWAYS **305 TU 7-6725**
For 16 years specialists in charter flights for industrial groups.
—General Offices, 4471 N.W. 36th St., Miami, Fla.
(See ad on page 46)

SWISSAIR **212 995-3800**
Jet services from New York, Chicago and Montreal to Europe, Africa, Middle and Far East.
—Helga M. Meyer, Spec. Prom. Mgr., 3 E. 54th St. New York, N. Y. 10022

TRANS WORLD AIRLINES **212 557-3030**
Transportation: United States, Europe, Middle and Far East. TWA offers a variety of group discount fares in the U. S. and Overseas.
—D. E. Midgley, 605 Third Ave., New York, N. Y. 10016
(See ad on page 51)

HOTELS & RESORTS

HOTEL ABBEY **212 CI 6-9400**
Hotel accommodations for individuals and groups. Rates from $8.50. Special weekend plan (Thursday through breakfast on Monday). Write for folder.
—Miss Betty Kramer, Sls. Mgr., 51st St. at 7th Ave., New York, N. Y. 10019

HOTEL EDISON 212 CI 6-5000

Approximately 1,000 air-conditioned rooms with shower, bath, television and radio in every room. Special rates for industrial accounts. Banquet facilities for 10 to 1,000.

—James B. Robbins, 46th to 47th Sts. west of Broadway, New York, N. Y. 10036

EDGEWATER GULF HOTEL

—Reginald G. Nefzger, Gen. Mgr., Edgewater Park, Biloxi, Miss. 39531

EL SAN JUAN HOTEL OF PUERTO RICO 212 MU 8-8815

Beach-front resort hotel with 350 rooms. Completely air-conditioned. Water sports facilities located on fine 15-acre beach.

—Arnold M. Orenstein, Sls. and Reservations Off., 850 Third Ave., New York, N. Y. 10022

HILTON INTERNATIONAL 312 RA 6-7500

Worldwide hotel chain with varied services for industrial groups.

—Patrick Green, Dir. of Travel, The Palmer House, Chicago, Ill. 60603

(See ad on page 36)

HOLIDAY INNS OF CLEVELAND 216 731-5800

Complete banquet facilities, 35 rooms and executive suites.

—Paul Tucker, 3101 Euclid Ave., Cleveland, O.

HOTEL CORP. OF AMERICA 212 PL 2-9100

National hotel chain with varied services for industrial groups.

—A. W. Wolfe, Mgr. Resort Sls. Dept., c/o The Plaza, Fifth Ave. and 59th St., New York, N. Y. 10019

SCHINE HOTELS 4-7161

National chain of hotels, inns, and resorts, with convention, meetings, and tour facilities.

—Seymour L. Morris, 40 N. Main St., Gloversville, N. Y.

SHERATON CORP. OF AMERICA 202 CO 5-2000

National and international sales, 85 Sheraton hotels, National and international tour headquarters, c/o Park Sheraton, New York.

—Sheraton-Park Hotel, 2660 Woodley Rd., N. W., Washington 8, D. C.

RECREATION AREAS

CAMDEN PARK 304 429-4231

Recreation park serving Huntington (W. Va.) area.

—Robert N. Burley, Mgr., P.O. Box 1794, 5000 Waverly Rd., Huntington, W. Va.

EUCLID BEACH PARK 216 IV 1-7575

Recreation park serving industrial groups in the Cleveland (O). area.

—The Humphrey Co., E. P. Shilliday, Mgr., Cleveland, O. 44110

FOUR LAKES RECREATION AREA 964-2550

Private picnic areas, swimming pool, catering, banquet, and party facilities; hayride-square dancing parties, learn-to-ski parties.

—Harold Levin, Maple Ave., 1/4 mile west of Rt. 53, Lisle, Ill.

GEAUGA LAKE PARK 216 LO 2-7131

Amusement park consisting of 31 rides, refreshment, miniature golf course, boating, and fishing.

—Charles W. Schryer, Pr., Box 84, Aurora, O. 44202

CAMP MANITOU 312 FI 3-0986

Group accommodations for 15-25 fishermen or hunters in choice sportsman's territory on Manitou Straits, north of Fort Frances, Ont.

—Jerri Tricomi, 811 S. Sixth Ave., Maywood, Ill.

TOUR OPERATORS

ALLEN TRAVEL SERVICE, INC. 216 TO

Complete travel service specializing in employee tours, sales incentive programs and association tra

—R. E. Lydon, 2037 E. 14th St., Cleveland, O. 4411

ALPHA INTERNATIONAL 212 JU

Travel service specializing in employee group tour

—Armando Alfandari, 200 W. 57th St., New York,

(See ad on page 45)

AMERICAN EXPRESS CO. 212 WH

Complete travel service: travellers cheques, money credit cards, foreign remittances, overseas banking warehousing, armoured cars, etc.

—Richard N. Foley, Sup. Group and Commercial S Broadway, New York, N. Y. 10006

(See ad on page 41)

ASK MR. FOSTER 212 MU

Complete travel service, specializing in employee travel.

—Kenneth J. Farley, Dir. Group Travel Sls., One Park New York, N. Y. 10016

(See ad on page 47)

BLUE CARS, INC. 212 OX 5

Group tour operator specializing in Europe, Hawaii, the Far East.

—F. H. Thoelke, Gen. Sls. Mgr., 11 W. 42nd St., New N. Y. 10036

THOMAS COOK & SON

Varied services for industrial travel groups. More tha offices in 60 countries worldwide.

—587 Fifth Ave., New York, N. Y. 10017

(See ad on page 50)

GARBER'S TRAVEL SERVICE RE 4

Specialists in group and convention travel arrangem

—Bernard Garber, Pr., 1406 Beacon St., Brookline, Mas

HAPPINESS TOURS, INC. 312 ST 2-

World-wide travel company, specializing in indus group travel. Offices in Chicago, New York, San Franci Mexico City, Honolulu and Paris.

—Div. of E. F. MacDonald Travel Co., Don Kaupert, ployee Group Consultant, 36 S. Wabash Ave., Chic Ill. 60603

HARBOR TOURS, INC. 415 DO 2-

San Francisco Bay cruises, group outings for dan cocktail cruises, company meetings, convention gro etc., for groups of up to 400.

—W. C. Helman, Pier 41, N/C, San Francisco, Calif. 94

KKS INTERNATIONAL CORP. 212 PL 9-1

We create group tours and charters for all types organizations.

—Enzo Palmentola, Pr., 155 E. 55th St., New York, N. Y

(See ad on page 9)

(ROY) MALE TRAVEL BUREAU, INC. 212 LE 2-9

Group travel to Hawaii and other areas.

—Rene Pouteau, 274 Madison Ave., New York, N. Y. 10

(See ad on page 46)

MAUPINTOUR ASSOCIATES 816 VI 2-9

Varied group travel services for industrial employees.

—101 West 11th St., Kansas City, Mo.

NAVARRO ATTRACTIONS

Variety of group travel services at discount rates to t New York World's Fair.

—244 East 46th St., New York, N. Y.

EAS TRAVEL CO. **212 MU 2-7110**
olesale travel with 30 years of experience operating entive and employee groups throughout the world.
iv. of A. T. Henderson, Inc., Krikor B. Selian, V.P. Sls., W. 45th St., New York, N. Y. 10036

O TOURS **212 LU 4-8300**
oup tours, charter flights, incentive travel and steamship rs in and to the U. S., Caribbean, Europe, Pacific, or y other destination.
Mario Paul Perillo, 4545 Third Ave., New York, N. Y. 10458

(See ad on page 47)

MAR TOURS, INC. **213 655-6090**
pecialists in organizational group travel, servicing industal recreation clubs, fraternal, scholastic and social ganizations.
Walter J. Peters, 806 S. Robertson Blvd., Los Angeles, Calif. 90035

ELPOWER, INC. **414 272-8500**
tandard economy tour programs for employee groups to: 965 New York World's Fair; Hawaii; Mexico, and others n request.
-Robert A. Cook, Sls. Mgr., 154 W. Wisconsin Ave., Milwaukee, Wis.

ICAL HOLIDAY CLUB LTD. **514 VI 4-1218**
maican luxury group vacations; two weeks all inclusive.
-Gerry Cooper, 2115 Crescent St., Montreal, Can.

OURS, INC. **212 OX 7-9757**
Group fare and charter flight tours to Europe, Hawaii, Mexico, Caribbean, Orient, Round the World, South America.
—C. Joseph Lubas, 60 E. 42nd St., New York, N. Y. 10017

ERSAL TRAVEL AGENCY
—L. Roupioz, 3 Rue Meyerbeer, Paris 9e, (Opera) France.

TWORLD TRAVEL SERVICE **213 OL 5-6202**
Complete travel service, specializing in group travel arrangements to all parts of the world.
—355 N. La Cienega Blvd., Los Angeles 48, Calif.

NVENTION BUREAUS

V YORK CONVENTION AND VISITORS BUREAU **212 MU 7-1300**
The Bureau's purpose is to attract visitors to New York; it operates an official information center and distributes literature.
—Charles Gillett, Eileen Roddick-Roberts, 90 E. 42nd St., New York, N. Y. 10017

W YORK STATE DEPARTMENT OF COMMERCE **518 474-4116**
"New York State Vacationlands"—free color illustrated, 80-page guide to New York's vacation areas and tourist attractions. Write.
—Joseph J. Horan, 112 State St., Albany, N. Y. 12207

VENDING

E COCA-COLA CO. **404 TR 5-3411**
Soft drinks in all sizes and types of packages and vending equipment for same.
—Gilmer G. Weston, 310 North Ave., Atlanta, Ga.

MADISON CONCESSIONS, INC.
—Thomas C. Funk, Pr., P.O. Box 71, Anderson, Ind.

PEPSI-COLA CO. **212 MU 8-4500**
Pepsi-Cola, Teem, and Patio flavors.
—Bob Thomson, 500 Park Ave., New York, N. Y. 10022

THE SEVEN-UP CO. **314 GA 1-0960**
Seven-Up in bottles, cans, and pre-mix. All types of 7-Up vending machines and coolers.
—Joseph Schaack, Conv. Mgr., 1300 Delmar Blvd., St. Louis, Mo.

TAS-TEE CATERING, INC. **216 961-1000**
Varied line of catering services for Cleveland area firms.
—Leonard Zimmer, 7505 Grace Ave., Cleveland, O. 44102

VENDALL CO., INC. **612 729-7904**
Distributors and operators of all types of vending machines.
—Wm. A. Zuber, 1820 E. 38th St., Minneapolis 7, Minn.

UNITED FOOD MANAGEMENT SERVICES, INC. **216 881-6622**
Operation and management of food services for business and industry.
—Jim Betts, 7016 Euclid Ave., Cleveland, O. 44103

WARE VENDING CO. **216 621-1875**
Manual and automatic food service.
—Div. of Servomation Corp., Margaret Ware Kahliff, 1511 W. River Rd. South, Elyria, O. 44036

MISCELLANEOUS

AMERICAN JET SPRAY, INC. **303 237-9555**
Sign making equipment.
—1240 Harlan St., Denver, Colo. 80214

ENCYCLOPAEDIA BRITANNICA
Publishers of the encyclopaedia of the same name.
—E. D. Sollo, V.P., Natl. Sls. Mgr., 425 N. Michigan Ave., Chicago, Ill. 60611

KING OF FUN, INC. **312 784-5900**
Dining and theater club plan.
—Lou Black, Pr., 5850 N. Lincoln Ave., Chicago, Ill. 60645

KAISER 'JEEP' CORP.
Manufacturers of the Kaiser 'Jeep' Wagoneer station wagon.
—Stan Ford, Toledo 1, O.

LINCOLN CENTER FOR THE PERFORMING ARTS **212 TR 4-4010**
Guided tours including lunch or dinner; tickets to performances in various theatres of Lincoln Center, including Philharmonic Hall, home of the New York Philharmonic; New York State Theatre, with ballet, operetta, musical comedy; Vivian Beaumont Theatre, for drama. Library-Museum of Performing Arts, and in 1966, the new Metropolitan Opera.
—Carl Cannon, Lincoln Center Plaza, New York, N. Y. 10023

T. F. TWARDZIK & CO., INC. **717 462-2745**
Sale or lease dispensers of table tennis balls. Distributor of table tennis balls, tables, bats, nets.
—T. F. Twardzik, 600 E. Center St., Shenandoah, Pa. 17976

(See ad on page 32)

VARSITY BOWL, INC. **513 BA 2-6151**
Sponsors of the Dayton Journal-Herald's National Industrial Team Bowling Tournament.
—Harry Zavakos, 637 N. Main St., Dayton 5, O.

(See ad on page 38)

(Continued from page 22)

softball, basketball, bowling and/or golf. These activities paved the way for the more diversified activity programs, and perhaps the development of company-owned facilities. In all probability these purely "physical" activities had a lot to do with the formation of our national organization, NIRA.

Activities with physical fitness overtones are many and varied among NIRA member firms. They range from formal physical fitness classes to the skiing activities which a firm like 3M carries on at its own industrial park. Physical activity programs vary with the geographic location of the plant, the number and type of employees who make up the work force, the nature of the business enterprise, and the facilities available for the conduct of the activities. But for even the smallest plant some form of fitness program is both possible and desirable.

The President's Council on Physical Fitness is now working directly with NIRA and have produced some excellent guidelines for firms to follow in mapping out their employee fitness programs.

Sell Employee Fitness

If we are going to be able to do a good job of selling employee fitness, we must, first of all, have a good understanding of the reasons why it is necessary for a person to keep himself in good physical condition. The implications and rewards of being physically fit must be graphically brought home to every individual employee on the company's rolls. A good place to start in such an indoctrination program would be the company medical department. Many plants give regular physical examinations to all employees. Your medical director can give your programs a big boost and sell your management on the need for keeping your programs functioning. Certainly the medical angle should not be overlooked.

Participation in the physical programs of industrial recreation GE believes, does a great deal for "mental fitness." The psychological benefit of group participation is in itself great justification for developing physical fitness activities.

The recreation director who really believes in employee fitness will carry his enthusiasm over into many other areas of his programming. As an example of this, the fitness-minded director will make sure that there are games and physical events for everyone at the annual picnic, even before he begins to think of the food and beverage phase of the operation.

We must not lose sight of the fact that physical activities programs were in most cases responsible for the existence of industrial recreation programs in our companies. Though we sometimes lose sight of it, fitness should still be one of the highest goals of every company's employee recreation administrators.

Starting & Financing Programs

DUDLEY L. MOORE, Recreation Director, Cummins Engine Co., Inc., Columbus, Ind.

The first step in the development of a company recreation program is to get a definition of company policy on the subject. The policy should be spelled out in an executive communication stating that the company will establish an after-hour employee program which is open to all employees and members of their families. The company's responsibility would be to provide a recreation director whose duty would be to see that the program runs smoothly.

Once this has been established, the director needs to know how the employees use their leisure time. To determine recreational interests of employees and their families, a comprehensive questionnaire should be distributed to the employees.

The number of returns will give an indication of genuine interest in some form of a company recreation program. A poll of one-third of any large group is far more significant than a mere sampling. The survey should include the following points:

Number of Employees

1) Number of employees returning questionnaires; the number of men as opposed to women; and the number of single as opposed to married respondents, and the ages of each.

2) Distance each employee lives from the plant (less than 5 miles; 10; 15; 20, etc.).

3) Number and ages of children of employees polled (number between ages 6 and 12; 12 and 18; 18 and 21).

4) Present interests of employees (television, fishing, spectator sports, etc.).

5) Activities most enjoyed (fishing, swimming, etc.).

6) Leading recreational interests of the men; of the women; of the children (picnicking, dancing, athletics, etc.).

Once the survey has been completed, the director should compile and evaluate
sults and determine what type of re
programs will best suit the interests of
ployees. The questionnaire will also en
director to find out if there is leadershi
est in any of the activities among the e
ees polled. This interest in leadership is
portant incentive to program planning.

To plan a recreation program the
should take into consideration the foll

1) The interests of the employee
termined by the survey.

2) The type of recreation program t
been available to employees in the past

3) The coordination of projected co
recreation programs with other recreatio
grams already existing in the community

4) The facilities available.

5) Existing funds and new means of
ing the recreation program.

Announce Program

Once the director has evaluated the
points, he is ready to announce his prog
the employees. Various ways of info
them include: a) bulletin boards, b)
newspaper, c) public address system, d)
e) mailing bulletins, f) posters, g)
meetings, and h) individual contact.

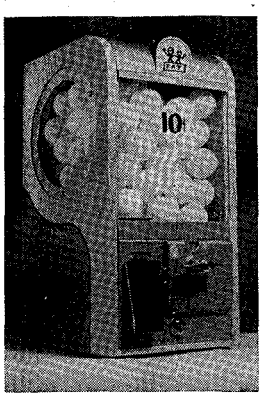
The first meeting should give you an i
tion of the amount of interest. The recr
director himself will have to spearhea
group until such time as he feels the empl
are ready for the election of officers an
their own program. Each club should b
couraged to administer its own affairs a
as self-supporting as possible. The di
should perform the functions the membe
unable to do during their normal wo
hours.

Once the director has organized empl
into groups of common interests, he ca
them assume the major responsibility for
gram planning. In this way the program o
tivities develops as the employees want
activities. Competitive sports and simila
tivities become more popular with the em
ees when leagues are formed and re
schedules are played. Therefore, it is impo
that the director have organizational mee
and adopt rules to govern league play.

Programs Fail

Inasmuch as many programs have failed
cause certain factors in program planning
been overlooked, the recreation director sh
invite the presidents of all organized activi
to attend a meeting. Plans for the organiza
of an association should be announced at
meeting. The director should act as a t
porary chairman until after the election of
cers. The elected president should then app
a committee to work on the constitution
by-laws of the organization. The operat
funds could come from the company, sale
discount tickets, dues, etc. The funds raised
the association could be used mainly to
for meals at monthly meetings and when
quested, loans to member clubs of the asso
tion.

As it was stated previously each recreat
activity within the program should be as s
supporting as possible. For example, bo
ing leagues, golf leagues, and clubs can be
quite economically. The director acts as a li
son between management and employees,
counsels with workers on leisure proble
and handles the clerical and administrat
services for the various organized activities.
should also maintain and schedule comp



Save Time and Money!

Leased FREE!

Stop wasting time recording inventory costs, handing out balls and paying top prices for low quality balls. Install this attractive, cost-cutting TFT Table Tennis Ball Meter NOW!

Leased FREE to responsible agencies on $10.00 deposit subject to refund. Trouble-free operation assured — return machine for FREE repair. Attractive hard wood and metal cabinet—7½ x 8½ x 15 inches high. Easy to install. Holds 120 balls—dispenses each for 10c. Choice of 3 grades of top quality balls. Use profit to maintain and replace paddles, nets, etc. No risk guarantee. Send for free folder: "Stop Wasting Their Time."

T. F. TWARDZIK & CO.,
INCORPORATED
SHENANDOAH, PENNA. 17976

n facilities, arrange for the use and equipment and supplies for group use. ecreation director has several means of g his program.

rough dues paid by members of an es' association.

rough the employees' association pro- money making events.

rough the company giving employees' ion revenue from concessions in the

rough the company lending the em- association funds to initiate the pro- rith the provision that the money will back if revenue producing activities profit.

Set Budget Aside

hrough the company setting aside a to underwrite recreational activities.

one of the above means can be used to a recreation program, while several or ns may be used at the same time. Many nies have built recreation facilities for ees, after a working program guided n the right choice of facilities. Other nies, with no financial facilities, have uted sizable funds to the promotion and ion of the program. Still other com- have allowed the program to develop with employees raising the necessary

companies agree, however, that recrea- s a good business investment and are g, as sound policy dictates, to provide ny funds when the recreation program financial assistance.

Company Dances

HA KEEHMA, Director of Recreation, State Insurance Cos., Bloomington, Ill.

te Farm Insurance has grown up in the of Illinois prairie country. The com- home office is located at Bloomington, 35 miles southwest of Chicago and most people have rural or small-town back- ds.

ile Bloomington is a fine place to live, it 't exactly abound in recreational facili- Thus, when State Farm began its formal yee recreation program some 18 years t was filling an existing need for those y employed by the company, while creat- subtle recruiting tool. The program of- wide variety of educational, recreational elf-improvement facilities. From bridge minton, from driver-training to dancing, rogram has something for everyone.

Dancing Is Popular

ncing is one of the more popular forms reation at State Farm. Whether it's be- most of our employees are young, or if st that it gives a young man the chance t his arms around several girls in one g, we don't know; but our dances are ar. We believe that almost as much re can be derived by assisting in the ng of a dance as in the dancing itself, dances are arranged by volunteer em- s.

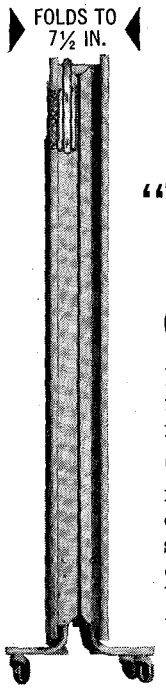
alaried employee activities representative a committee chairman who is willing to some time to organizing an enjoyable g. All committee meetings are held after ny hours. Big dances, usually attended 00-2,000, are held about twice each year. lances are held three times annually, and square dances are held twice each month. The general chairman picks several committee chairmen, each of whom select their own committee members.

At the first meeting of committee chairmen it is decided whether or not it is to be an ordinary dance or a dinner dance; if there's to be a theme and if so what kind of theme; the band; approximate number who will attend, and whether or not the affair will be open to the public.

The budget committee determines the admission charge. The amount depends on the cost of the band and the probable attendance. There's a certain amount of guesswork here, but past experience proves helpful. Should the event go over the budget, some of the deficit may be made up from vending machine profits, chief source of revenue for the activities group. The budget committee also handles the printing and sale of tickets. It should be noted here that retirees and committee members always are given complimentary tickets.

If a popular name band is desired, a Chicago booking agency is contacted and arrangements made though them. When "name bands" are hired, ticket sales are opened to the general public. State Farm employees, though, are given reduced rates. If a local band is used, State Farm's activities representative contacts the band leader directly and makes the arrangements.

The decorating committee is made responsible for decorations, coat checkers, and re-



"Tennis anyone?"

...and anywhere!

open and ready for fun in seconds

New extra-sturdiness features in Hamilton Erickson regulation-size fold-a-way tennis tables make them readier-than-ever to take years of hard use.

Table folds to a mere 7½ inches. Rolls easily on rubber tires and ball-bearing casters. Unfolds with one simple operation. Shuts as easily for rollaway storage. You get quality here . . . heavy-duty steel channel framing, electrostatically finished in grey baked enamel. Solid core top ¾ in. thick, finished in tournament green. Tennis anyone—anywhere, with

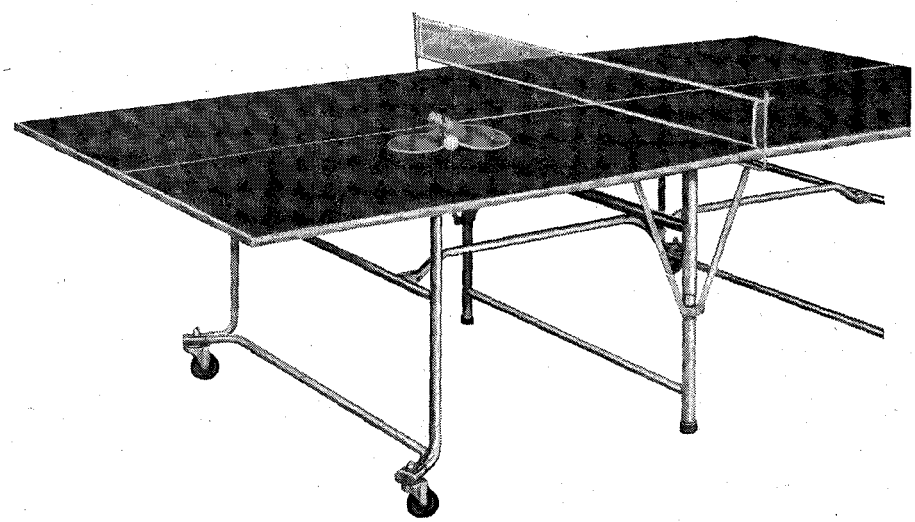
NEW Fold-a-way Tennis Tables by

Hamilton Erickson

For the name of your nearest HE dealer or for more information, write:

HAMILTON ERICKSON MOBILE PRODUCTS

Hamilton Manufacturing Company of Two Rivers, Wisconsin



freshments. This committee is the one that ends up doing most of the work. They are the people who string crepe paper, make the signs and table decorations and blow up the balloons. Invariably this is a fun-loving group, and the evenings they spend working on decorations are thoroughly enjoyed. Many young girls work at State Farm, and they seem to enjoy being asked to help out on the decorating committee. Many people find this an excellent way to meet new people and make new friends.

Publicity Handlers

Publicity for the event is usually handled by the public relations department and the activities office. If the event is to be for employees only, the publicity will consist of stories and pictures in the two State Farm employee publications. Pictures of committee meetings, decorations and so forth, along with stories of plans and preparations, will build interest in the dance. Single sheet fliers tell all about the dance, and contain order blanks so that employees may make reservations.

Reservations and money for tickets are directed to the employee activities office where a record is kept of the number of reservations. In case of a dinner dance party groups may reserve special tables if they wish. Otherwise, seating is arranged by the activities office. The number of fliers needed to promote the dance depends on how rapidly reservations are received. Usually a flier is timed to coincide with payday, and the day after payday normally produces a flood of reservations.

Tickets are sold on a per-couple basis, and employees are permitted to bring as many guests as they wish. The rate for guest couples, though, is higher than for employees as management subsidizes, to a degree, employee participation. Another important committee is the clean-up group which meets the morning after the dance and puts the hall shipshape again.

Square dancing is probably as popular in central Illinois as it is in most other places, and in 1964 we organized a square dancing class and formed the State Farm Employees Square Dance Club. Ten lessons are a prerequisite for membership in the club. Like any other organization, the club is governed by a set of by-laws and elected officers. Most of the time there are about 25 member couples in the square dance group. Two dances are held each month—one for members only and one for members and guests. The club is affiliated with the Federation of Square Dancers, an organization of national scope, and members are welcome to visit any of the other clubs throughout the nation.

Form Teen Group

Sometime ago it was suggested that teenage sons and daughters of employees might be interested in forming a teenage dance group. Enthusiastic response to a memo to parents proved that it was a good suggestion, and about three dances are held each year for this group. Teenagers are defined as those from ages thirteen through eighteen. As is true for adult dances, a committee is selected for each teen dance. Three committee members are from the activities board of directors; and the rest (an additional four to six members) are teenagers. All dances are chaperoned by adults, and parents are not allowed unless they are chaperones or hosts. As in the planning of adult dances, several sub-committees m
cisions and carry out dance plans. Of
school and school events take precede
teenage dances are planned with this i

Whether it be teenagers doing the
adults doing the Bosa Nova, or dyed
wool square dancers whirling to
music, dancing as a recreation activity
Farm is here to stay.

'Buying' Entertainme

**LON K. ANTHONY, Recreation Manage
heed Employees Recreation Association,
vale, Calif.**

Procurement of entertainment is son
that all people who administer industr
reation programs sooner or later beco
volved in. Whether the recreation adm
tors are volunteers or professional peopl
large or small companies, makes no
ence; the company's employees from t
time will need some kind of professio
tertainment.

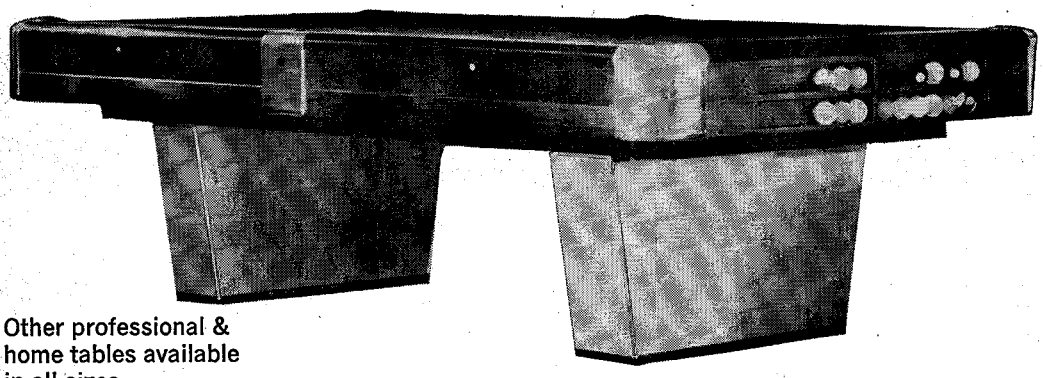
Whether it be a dance, picnic, or
event, the first thing you must consider
much money you have to spend. Onc
have arrived at a figure, the next step is
cide how to get the "mostest for the lea

Intermission Act

Take as an example a dance with an
mission act. The community you are loca
will determine to a large extent what ta
available and at what price. For instance
live near a large metropolitan area it is u
much easier to get top grade talent than i
you are located some distance from the n
politan areas. By the same token if yo

Top Line Equipment can be your best investment

dependability and quality are built into the National li



Other professional & home tables available in all sizes.

Playmaster de Luxe—Feat
depth one-piece highly poli
minum pocket (or carom cor
ings and one-piece rubber
pockets. Full depth blind pan
with stainless steel trim inse
ished charcoal (multi-color: b
white fleck) shade. Pedestals
with plasticized silver shee
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stainless steel mouldings. Bu
rack—each compartment
seven pocket balls, standar
ment on all straight or gull
tables. Alternately available i
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and supplies—cloth, cues, balls, triangles, ti
ment, etc. With National, *Billiards is the Top*
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m the metropolitan area it is a lot less
e and there's usually less red tape in
good music groups, but this is not
ily true with regards to the stage acts
ht desire.

brings up the point of getting help in
up talent for your events. In most
any size there are theatrical agencies
an get acts for you for a percentage.
y other business men, these people can
e good or bad, so make sure they meet
ndards of high business ethics.

ing an agency contact, a good source for
ce is an orchestra leader. Usually they
ough contacts with theatrical people to
to advise you well, providing you are
ough acquainted with *them* to rely on
dgment. If this source is not available,
r a nearby fellow recreation director—
n't overlook the Yellow Pages.

ming that you have figured out how to
the contact, here are a few things to

Big Name Vs. Local Bands. In many
he big name band does not put out any
music than a local band, but he does
"name" and that alone will draw larger
s. Very often, "the big name" will come
wn for a performance, hire local musi-
at low scale wages and then charge you
fee. There's little you can do to prevent
nd of course it's perfectly legitimate—if
willing to pay the price. At Sunnyvale
an heavily toward hiring good local mu-
s now, and we save the money to add as
additional frills to the dance as possible.
ded your publicity machine is efficient,
your ticket salesmen enthusiastic, the
should be a smashing success.

2) Vaudeville-Type Acts. This is an area of entertainment procurement that can be tricky. If you don't know the acts yourself or by competent recommendation, watch out. You'll find yourself in a peck of trouble—with everything from acts that are just plain "no talent" to acts that are off color and therefore offensive to a majority of the attending employees and their partners. Or to name another pitfall, there's nothing like a soulful rendition of "O Solo Mio" during intermission to ruin an otherwise perfectly good dance. Good accordion music and small Dixieland combos are favorite intermission features at Lockheed dances. Keep the committee off the stage as much as possible. Let the professionals perform.

Mix with the Pros

3) Mixing Amateurs with Professionals. Mixing amateurs with professionals can be quite successful if handled properly, but there are pitfalls. At picnics, for example, amateurs and professionals might be mixed in bands, singing groups, circus acts, magic shows, clown acts, and so forth. However, be sure to read the fine print on any agreements you have with professionals relative to union regulations if they are going to use amateurs. In most cases, the amateurs will be members of your own company and the unions will be happy to cooperate—but they do appreciate being consulted. The advice of the industrial relations department of your firm will be helpful here.

Hopefully these few guidelines will help you avoid some of the more common problems the beginning recreation director falls prey to in booking talent.

Service Emblem Awards

J. WARREN WOMBLE, Activities Manager, Caterpillar Tractor Co., East Peoria, Ill.

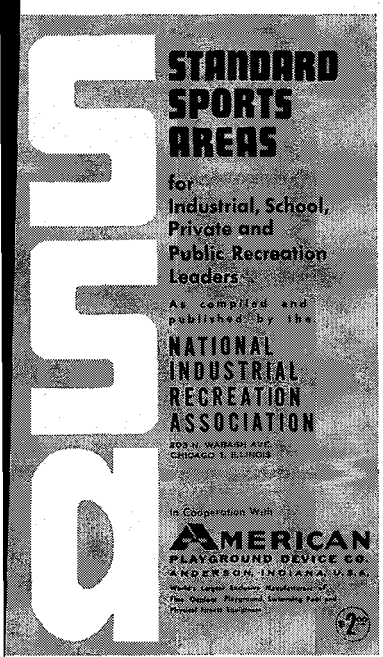
Caterpillar Tractor Co.'s Service Emblem Award Program was inaugurated in 1944. L. B. Neumiller, president of the company at that time and a great humanitarian, felt that some recognition should be given to employees with long-time service. He thought employees who were proud to be working for Caterpillar should have an identifying feature to exemplify this spirit of pride.

One of our artists designed the emblem. The circular contour of the pin represents the world. The wreath signifies the quality, honor, and pride our workmen take in manufacturing our products. The D-7 tractor, which proved its reliability during World War II, adorns the top of the pin, with the word "Caterpillar" across the center of the pin. There is more to the pin than just visual appeal. There is a meaning to each integral part.

20,000 Wear Emblems

At the beginning of the program, 198 employees became members of our 25 Year Club. An additional 2,913 emblems were issued to employees with 10, 15, and 20 years service. Since that time membership in our 25 Year Club has grown to more than 3,600 members and a total of more than 20,000 employees on the active payroll today are wearers of the emblem.

A service emblem is presented to each employee at the completion of ten years service



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Company _____

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and for every five years of service thereafter. "Service" is the total period during which a person has served as a full time employee of the company. Service continues during authorized leaves of absence but does not continue during periods of layoff.

For retiring employees, if a check indicates that less than a full year remains before the employee would normally be eligible for the next highest emblem, the employee will be considered for such an award. Presentation of service emblems to retiring employees is made one week prior to the date the employee will leave the company.

Present Personnally

Personal presentation of service emblems to each employee is one of the strict rules in the procedure of disbursing the award. Rarely is an exception to this rule allowed.

Recipients of the service awards are recognized in the bi-monthly plant publication *Caterpillar Folks*. Employees receiving 10, 15, or 20 year service emblems are listed in alphabetical order. Photographs appear in the publication for all employees who receive a 25-year-or-more emblem. Those employees who receive an emblem for 40-years-or-more service will have a presentation picture taken with the proper company executive making the award.

Employees who have lost their service emblems notify their department heads who, in turn, notify the employee relations department. Upon receipt of a request for a service emblem replacement from the department head, another identical emblem is forwarded without charge to the employee. Likewise all damaged service emblems are repaired or replaced by the company at no cost to the employee. The fact that at least 100 requests are received yearly from employees for service emblem replacement, is a further indication that our employees place a high value on the privilege of being a service emblem wearer.

More than 4,000 service emblems have been ordered for our employees during each of the past five years, which indicates that in the near future more than half of our employees will have had 10 or more years service with the firm. The pride one takes in wearing a service emblem award gives an employee the personal sense of belonging, and an attitude of wanting to succeed rather than just get by.

BLOOD BANKS

MIKE VARANESE, CIRA, Recreation Director, Lockheed Employees' Recreation Club, Burbank, Calif.

Over the past several years, the phenomenal population growth in the Greater Los Angeles area, has brought a sharp increase in the corporate sense of community responsibility. As a community expands, it seems, so do its problems, and the employee force of each industry must assume its share of the responsibility to keep the community as pleasant and problem-free as possible.

Each employee, as well as employer, has a personal stake in the health and welfare of his home and his neighborhood—a vested interest to protect. In the Los Angeles area, employee groups of many industries, including the Lockheed Corp., have chosen the Red Cross Blood Program as a wa charge community responsibility.

Participation in the Red Cross Bl gram gives employee groups an op to contribute a triple benefit: a) themselves and fellow-workers, b) others in the community, and c) h vide for the community's future w through research.

Management Appoints

Under this program, management a committee of employees. This co working with the personnel dep publicizes the blood bank and volunteer donors who fill out pledg The Red Cross brings a mobile Then, using an appointment sched pared in advance by the committ volunteers are examined by medic sonnel and a pint of blood is take each volunteer who passes the exam

The blood an employee group establishes a "group account" with Re to which donations may be added o which blood may be withdrawn. This account" protects *all* employees, don non-doners alike, as well as members immediate families.

What may be termed an "added bene reciprocity system which the Red Cr set up across the nation with othe profit community blood programs as among the 56 Red Cross Regional Bloo grams whereby credits may be transfe patients hospitalized in any part of the c Wherever a group member (or mem his family) may go, his protection goe him.

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Virgin Isle Hilton, St. Thomas, U.S. V.I. Mountain-top paradise with fabulous views of the island and the sea. Swimming pool. Tennis courts. Free-port bargains.

Jamaica Hilton, Ocho Rios. Gem of Jamaica's beautiful North Shore. Swimming pool. Tennis courts. Golf available.

Trinidad Hilton, Port-of-Spain. The upside-down hotel, overlooking Port-of-Spain and the sea. Two swimming pools. Tennis available.

Acapulco Hilton, Mexico. Right on the beach, with acres of tropical gardens. Huge swimming pool with island-restaurant.

Continental Hilton, Mexico C the fashionable Paseo de la Re within easy reach of all the ments of this fascinating city fights, jai alai, Chapultepec Cas nearby.

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Kahala Hilton, Honolulu. Sump beachfront hotel in exclusive re tial area. Swimming pool. Gol tennis courts available.

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importance of our blood program to eater Los Angeles community perhaps t be pointed up by the fact that since he Red Cross has increased from 4,000 f blood to 172,000 pints in 1964, and ota for the coming year is 180,000. with protecting fellow employees their blood needs, participating groups b for the community, too. Participating give more blood than they need for wn people so that Red Cross can pro- e "surplus" to those in the community eed blood but have no one to donate m.

Extra Blood Total

Los Angeles, this extra blood provides tal need to City of Hope, Childrens, pedic, and Shriners Crippled Childrens als. Every fifth pint of blood the Red collects actually goes to a child. It's s that the basic resource for blood has organized groups, for it would be utterly sible to recruit donors by the required f thousands on a hit-or-miss basis with ls to the general public. Los Angeles tals and medical people not only en- ge employee-group participation in the program, they depend on it. Finally, re- and development is just as important blood program as it is in industry.

Southern California, employee blood , many of them administered through any recreation offices, do their part in a ay. In fact, the Los Angeles program is argest in the world. There are some participating groups, including the em- es of Lockheed, who intend to keep it way.

Welfare Services

IAM J. PYPER JR., Secretary-Manager, blic Assistance Fund, Inc., Republic Avia- Corp., Farmingdale, N. Y.

st year, in addition to a substantial gift he corporation, about eighty per cent Republic's employees contributed more $250,000 in support of forty local h, welfare and youth organizations and profit hospitals through the Long Island and through payroll deductions. dreds of others of our people were and nvolved in youth work, local govern- s, school boards of education, charities so forth.

e employees do these things not only a sense of duty but because they enjoy activity—they are volunteers—all doing l service to the community, as well as a ce to their company. These are important nunity welfare services of our company its employees. But there are others.

r example last year our recreation de- ent made the arrangements and held rty for the girls of the Salvation Army side School as a voluntary service. En- nment included a play and a band, with and gifts also volunteered. The enter- ent for the residents of this institution girls was a coordinated effort of four ation groups from Republic. The Re- c Fems Organization, a group of some vomen employees who derive pleasure recreation from helping to build the le of the less fortunate.

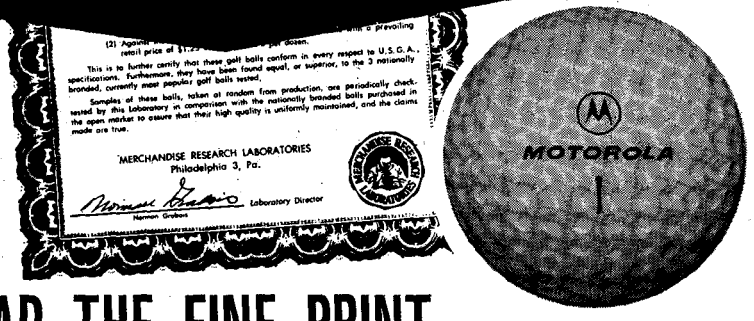
ey organize entertainment functions coordinate diverse Republic Recreation Clubs in a variety of benefit performances at hospitals, orphanages, veterans facilities and so forth and average about one such function per month. The Republic Theatre Wing, the Republic Band (25 musicians) and the Camera Club, all helped work out the details of this particular local Welfare Program.

Collect Stamps

We have also been active in getting the children of the St. Francis Hospital, which specializes in cardiac children, interested in collecting stamps. In months to come, plans are being readied for Republic's athletic and fine arts groups—there are 28—to supply entertainment, crafts, and sports instruction to a number of local institutions. We think this is welfare service in its finest form, since it brings to those less fortunate than we the distinction of being remembered and the dignity of being cared about.

These kinds of activities are community relations at a high level in that they add "a heart" to the otherwise cold profit-for-profit-sake image that most corporations fall heir to. By the same token, this type of activity is certainly employee recreation because it is thoroughly refreshing and rewarding as an after hours activity to the individuals involved in giving of themselves for the benefit of others.

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Bulletin Boards

MEL BYERS, Employee Services Manager, Owens-Illinois Glass Co., Toledo, O.

Bulletin boards are the display windows of employee communications. The messages carried there reflect the interests and attitudes of management. If the message is worth posting at all, it is worth being attractively presented and well written. The communication pieces for the bulletin board should be given the same consideration that a personal letter from the chairman of the board would be.

In the preparation of bulletins, the method of getting the message across should be considered, carefully analyzed, and put in the best possible form. A bulletin, like a letter, should have the personal touch and attractiveness of a signed letter and give the reader easy access to additional information if desired. For maximum results, the bulletin board should follow these basic policies and procedures:

Assign Staff Member

1) A staff member should be assigned to this responsibility, and he or she alone is in charge of the maintenance and procedures of this service.

2) The choice of location should be in the best traffic lanes. One of the better locations is the restroom.

3) The ideal board should be perhaps 36" x 36" or larger. Boards should all be the same size so that a uniform posting procedure can be worked out with the use of a master layout sheet.

4) Bulletin board postings should be made frequently. The ideal practice is to post twice weekly, perhaps on Wednesday and Friday. All bulletins should be removed after one week. If a notice is to remain for more than a week, the message should either be rewritten or the format changed. No one is interested in last week's news.

Make Attractive

5) Bulletins can be made attractive through the use of different colored papers, methods of reproduction, sizes, and shapes of notices. Photos or drawings add attractiveness to announcements. In the last resort, stock forms with colored general headings can be purchased for less than it would cost to print yourself.

6) A bulletin board is like a newspaper. There's no such thing as an over-crowded newspaper. A good bulletin board is one that is current, full, varied and colorful. From the employee's point of view, the bulletin board is an accurate, quickly accessible, communications media, with ample coverage of topics he is interested in. The reading time of a good bulletin ought not to exceed 30 seconds.

Conduct Weekly

7) The posting of the bulletin boards should be conducted weekly by the same staff people. They must be thoroughly indoctrinated in the purpose of the service and the care that must be executed in posting. A master posting sheet for them to follow will show the bulletin positions on the boards where they are to be posted.

9) Keep a set of bulletins on reference. At the end of the year a record of material posted may be counted, and bound for permanent will assist chairmen in later mon years to prepare similar bulletins probably are some executives who quire that bulletins get to them qui personally. A mailing list for these should be made up each year.

Types of Bulletins

10) Establish a style-and-format governing different types of bulleti example, management announcemen be identified with the color purple tastefully bordered bulletin. Recreatio will use another color, or colors, e ployee activities postings should be p by a competent person to avoid unatt ness.

11) Finally, every bulletin must ris the "fog level" of incomplete writi brief, but be sure to answer the Who, How, When, Where, and Why o topic. Headlines should be "grabbe freshly administered bulletin board ca new reading habits and serve as a m fective employee communications me

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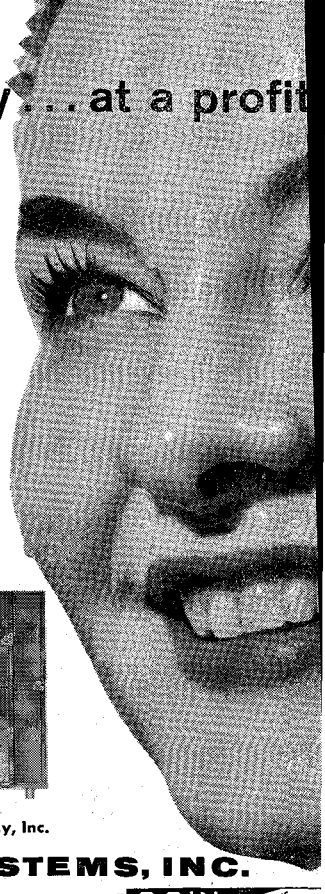
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NIRA Newsletter

22, NO. 10 ©1964 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION DECEMBER 1964

ottsdale Conference to Rival l-Time Region VII Records

xt up on NIRA's schedule of re- l events is the big Western Con- ce to be held at the Executive e at Scottsdale, Ariz., February 19- 965. Chairman of the event is Salt Project's Ken Leonard; who with bits Chairman, Chuck Placek, of brola, this month announced the ram for the event.

onard predicts that a total of more 200 NIRA delegates from Cali- a, Arizona, Utah, Washington, gon, and the other Far Western s will attend. This is the first time event has been held in Arizona, ard said. He was quick to add that ndance will not be restricted to A members and said he welcomed rested non-members to the confer-

IRA's own President, Frank Davis, Lockheed, and Don Neer, Executive ector, will speak, and a lot of other RA top brass from the Midwest and have already indicated they will be ent.

n addition an impressive list of head- speakers was announced this month. y include: Stuart Udall, Secretary of Interior; J. W. Rosenthal, Civil onautics Board; B. E. Bauder, Director of Industrial Relations, American Airlines; Colonel Blair, Deputy Director of Personnel Services USAF Randolph Field; James E. Whitacre, Land Department, Pacific Gas & Electric Co.; Henry Shipley, Association General Manager, Salt River Project.

Total cost of the meeting, Leonard said, would be $22.00, including four meals and registration fee. Room reservations (at $10, singles; $14, doubles) should be sent direct to the Executive House. There'll be a wives program, including a tour of Scottsdale's 5th Ave. shops, a luncheon, a fashion show, and a tour of Madam Toussard's Wax Museum.

Milwaukee Set for National Meeting, Space Half Sold

The Milwaukee Conference of NIRA is progressing ahead of schedule, and Carl Klandrud, Allis-Chalmers Mfg. Co., chairman of the committee making the arrangements for the meet, said this month he was confident registration would be the biggest in NIRA's history.

NIRA's President, Frank Davis, of Lockheed Corp., on a cross-country tour for NIRA earlier this fall, has already met with the Milwaukee committee and reports plans are ahead of schedule. Tentative commitments have been received from an impressive slate of top speakers, who will be announced soon in R/M.

The Allen-Bradley chorus and orchestra, recently featured in a national publication as one of the outstanding examples of an employee music group, will perform at the conference.

Meanwhile, Don Neer, NIRA's executive director reports that sales of conference booth space is above normal, with better than half of the total space already "committed."

Among the firms whose contracts for space have already been received at NIRA headquarters are the following:

—Adirondack Bats, Inc.
—American Bowling Congress
—The Athletic Institute
—Belson Manufacturing Co.
—Brunswick-MacGregor Co.
—J. deBeer & Son
—Boy Scouts of America
—Converse Rubber Co.
—The Faultless Rubber Co.
—Game-Time
—Hillerich & Bradsby Co.
—Jayfro Athletic Supply Co.
—KKS International Corp.
—Edwin W. Lane Co.
—The Mexico Forge, Inc.
—The National Rifle Assn.
—New York Convention & Visitors Bureau
—Northwestern Golf Co.
—Sabena Belgian World Airlines
—Saunders Manufacturing & Novelty Co.
—Seven-Up Co.
—A. G. Spalding & Bros., Inc.
—Trans-World Airlines, Inc.
—Whitman Publishing Co.
—World Wide Games

The Milwaukee Conference of NIRA is scheduled for May 15-18, 1965, at the Hotel Schroeder in that city.

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State Chairmen Play Bi Role in NIRA's Growth

Below is the current list of NIRA state chairme you're in need of special counseling on any area o ployee recreation, call on NIRA *and* your state chair If you're not a member, but are interested in what N has to offer, give them a call and ask them to explai association's services to you. (State's not listed have filled chairmanships at this time.)

REGION I

CONNECTICUT
Arthur Brauer, Asst. to Dir. Ind. Rel., Raybestos Div., Raybestos-Manh Inc., P. O. Box 1021, Bridgeport 2, Conn.

NEW JERSEY
Robert E. Sward, Bell Telephone Lab., Inc., Mountain Ave., Murray N. J.

NEW YORK
Mary J. Best, Rec. Dir., Distillation Products Industries, P. O. Box Rochester 3, N. Y.

MASSACHUSETTS
Chairman—Jack Philo, Dir. Indus. Rec., AVCO Corp., R.A.D., 201 Lowe Wilmington, Mass.
Co-Chairman—Velma M. Cobb, Secretary, Bird Club, Inc., Bird & Son, Dept. GC, East Walpole, Mass.

VERMONT
Gordon A. Fish, Fairbanks, Morse & Co., St. Johnsbury, Vermont

REGION II

DELAWARE
W. R. Kelk, Exec. Secy. EDEAA, Engr. Dept., E. I. du Pont de Nemou Co., Louviers Bldg., Wilmington 98, Delaware

DISTRICT OF COLUMBIA, MARYLAND & VIRGINIA
Charles H. Cunningham, Employee Activities Co-ordinator, Dept. of A USDA Welfare Assoc., Washington 25, D. C.

KENTUCKY
C. E. Gridley, Project Mgr., IBM Corporation, New Circle Road, Lexing Ky.

OHIO
Garland Munz, Personnel Services, Champion Papers, Inc., Hamilton,

PENNSYLVANIA
Paul Wharton, Personnel Supv., Thompson Ramo Wooldridge Inc., 2725, Harrisburg, Pa.

WEST VIRGINIA
R. W. Hamilton, Industrial Relations, Union Carbide Chemicals Co., P Box 8004, South Charleston, W. Va.

REGION III

ILLINOIS
J. Warren Womble, Activities Manager, Caterpillar Tractor Co., East Pec Ill.

INDIANA
Norman C. Beplay, Athletic Director, Indianapolis Power & Light Co., P Box 1595, Indianapolis, Ind. 46206

MICHIGAN
Chester V. Pellegrin, Supervisor of Recreation, Detroit Edison Compa 2000 Second Ave., Detroit, Mich. 48226

REGION V

IOWA
Larry G. Runneals, Rec. Dir., Lennox Recreation Assn., 200 South 1 Ave., Marshalltown, Iowa

WISCONSIN
K. E. Goetschel, Mgr. of Industrial Relations, Johnson Service Compa 507 E. Michigan St., Milwaukee, Wis. 53201

REGION VI

ARKANSAS
Al Lindsey, Employee Relations Supervisor, The Standard Register C Fayetteville, Arkansas

NEW MEXICO
Noble Johnson, Supervisor, Services & Benefits Div., Sandia Corporati Albuquerque, New Mexico

REGION VII

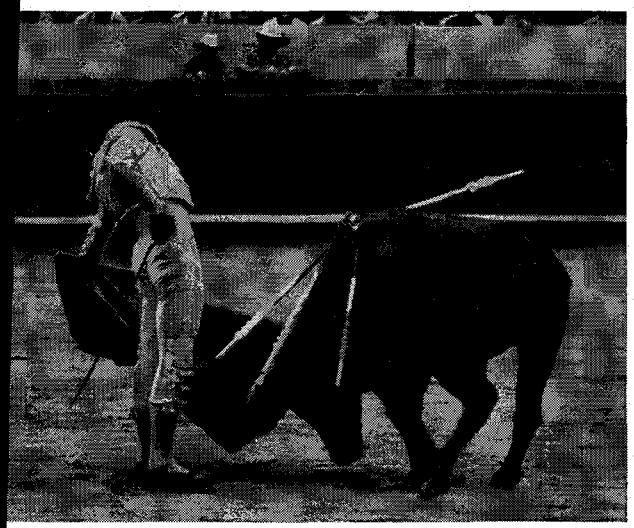
ARIZONA
Kenneth J. Leonard, Act. Supv., Salt River Proj. Emp. Rec. Assn., P. O. B 1980, Phoenix, Ariz. 85001

CALIFORNIA
Lon K. Anthony, Recreation Manager, Lockheed Emp. Rec. Assn., P. O. B 504, Sunnyvale, Calif.

UTAH
T. J. Griffith, President, Geneva Recreation Association, P. O. Box 7(Provo, Utah

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Aloha! Welcome to Hawaii! Honolulu and Oahu. Choose your hotel. 6 to 8 days from $40 (plus air fare). See Coconut Island, Nuuanu Pali. Bargain hunt in the International Market. Surf and sun at Waikiki. Don't miss a luau (rum punch, puu-puu, lomi-lomi). Try the hula.



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TOURNAMENT TOPICS

NEWS ABOUT NIRA'S COMPETITIVE EVENTS FOR U.S. AND CANADIAN BUSINESS AND INDUSTRIAL EMPLOYEES

FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOURNAMENT

Here's NIRA's Complete Tournament Package for 1965

Details for all 1965 NIRA Tournament events were firmed up this month with the announcement by several co-sponsoring organizations that they would "go again" for 1965, and with negotiations for several brand new prize trips completed by NIRA.

The Archery Institute, National Rifle Association, American Fishing Tackle Manufacturers Association, Shakespeare Co., and the North Manitou Island Association all expressed satisfaction with 1964 tournament events and have renewed their support for another year.

In addition, Whitman Publishing Company will sponsor the 1965 contract bridge tournament; the Heingartner Ranch, Montour, Iowa will host a wild boar hunt for NIRA's top riflleman; the winner of NIRA's First Deer Trophy Tournament will hunt antelope courtesy of the Elk Horn Ranch, Cody, Wyo., and Champion Paper Co., Hamilton, O., will sponsor the 20th Annual National Industrial Golf Meet. Finally, Faultless Rubber Co., will serve again as host to NIRA's 1965 Bowling Tournament.

Information on individual tournaments will be mailed to all NIRA member firms. You can reserve a place now, however, in every NIRA event for 1965 except Bridge, whose deadline on this reading already will have passed. Here, in chronological order, are NIRA's 1965 tournaments, with significant details about the tournament.

BRIDGE, January-March, 1965— Co-sponsored by Whitman Publishing Co., this event will be a "straight" duplicate event this year, with local matches played at the discretion of the local tournament directors anytime during the month of January, 1965. Regional winners will fly to Chicago for the finals in March. Entry fee is $1 per player. National and regional awards include trophies and certificates for company and regional winners. The National North-South and East-West winners will be NIRA's guest on a 13-day expense paid trip to the Caribbean on the Charles Goren Cruise.

DEER TROPHY, Oct. '64-Mar. '65— Deadline for NIRA's 1st Annual Deer Trophy Tournament is March 1965. Using official Boone & Cr rating forms, hunters rate their t and non-typical whitetail and mul and send their forms to the Nat Rifle Association, which co-sponsor event, for judging. Best rack wins lope hunting trip in Wyoming, in 1965.

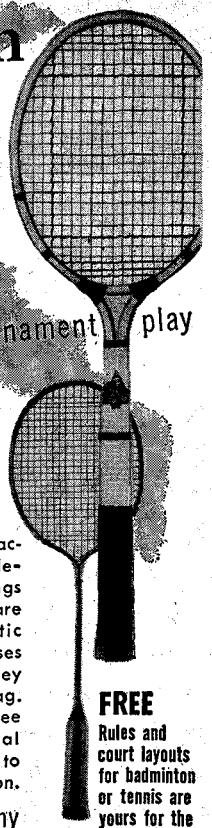
RIFLE, January-April, 1965— This postal event is sponsored joint NIRA and the National Rifle Ass tion. It's an event for individuals for four-man rifle teams, indoor or door. Participants fire .22 caliber or range, or air rifle on 25' range. E fee is $1 per shooter, with a final d line for submitting registered target NRA, April 30, 1965. National and gional awards include one trophy each 15 participants. The top 1965 gets an expense paid wild boar hun trip to the Heingartner Ranch, Mont Ia.

PISTOL, January-April, 1965— Co-sponsor is the National Rifle Asso tion. Like Rifle, it's a postal event individuals and four-man teams, ind or outdoor. Pistolmen fire .22 cal on 50' range, or air rifle on 25' ran Entry fee is $1 per shooter, with April 30 deadline for returning targ to NRA for judging by the Navy partment. National and Regional awa include trophies for each 15 part



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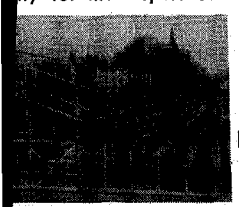
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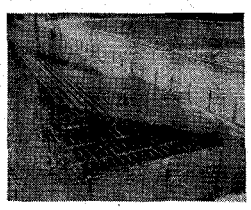
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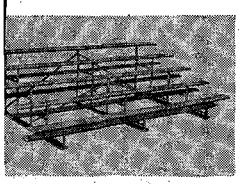
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pants, with the top shooter competing in the National Pistol Matches at Camp Perry, O., as the guest of the National Rifle Association.

BOWLING, April 23-26, 1965—
The Faultless Rubber Co. and Charger Lanes, both located in Ashland, O. will repeat as sponsors of the 18th Annual National Industrial Bowling Tournament this coming April. This will be a team event, with singles optional at $5 entry fee. The entry fee per team is $35, and the team handicap is 70 per cent of the difference between the team average and scratch. The deadline for entries is April 4, 1965, and cash awards, merchandise and trophies will be awarded to one out of each eight participants.

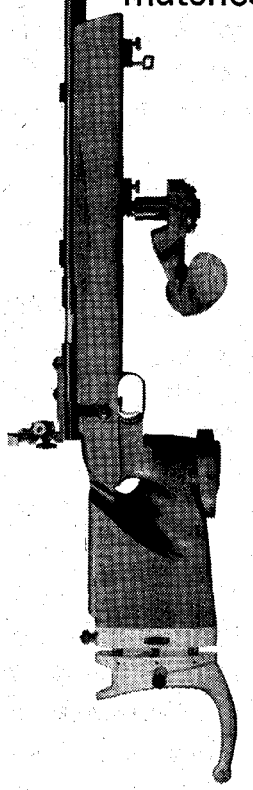
FISHING, May-July, 1965—
This is a postal contest co-sponsored by the American Fishing Tackle Manufacturers Association and NIRA, with separate events held during each of the months of May, June, and July, 1965. There's no entry fee required and awards certificates are presented for monthly, species, fresh, and salt water divisions. Shakespeare Co. will present tackle to the NIRA fresh and salt water champs in each month of the tournament, as well as to the national champion and the recreation director with the greatest percentage of participation in his company. Competition is in 35 species of fresh and salt water fish. The year's best catch (compared with the world's record catch in its species) wins an expense paid fishing trip to North Manitou Island, Lake Michigan, sometime in the fall of 1965.

ARCHERY, August, 1965—
Sponsored for the second year by The Archery Institute, with individual and team trophies as well as merchandise awards for entrants. The entry fee is $2 per archer and the deadline for entries is August 1, 1965. The tournament is a postal event which lasts five weeks, ending Sept. 4, 1965. NIRA's top bowman will be sent on an all expense paid trip to North Manitou Island, Lake Michigan to bowhunt for deer.

It looks like an even more exciting year for NIRA's tournaments than 1964. To reserve a place for your employee participants in NIRA's 1965 events, fill in the coupon on page 44 and NIRA will forward complete rules and applications to your attention prior to the event.

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With the deadlines for NIRA's Deer Trophy Contest and Rifle Tournament still far enough away for new participants to send in their applications, two all-new, top-prize hunting trips for the events were arranged for the winners in Chicago this month.

NIRA's top deer hunter will be hosted at the Elk Horn Ranch, 12 miles southwest of Cody, Wyo., where he will have a chance to hunt antelope as guest of the ranch and of NIRA.

Meanwhile the top rifleman in NIRA's Annual Rifle Tournament will hunt European wild boar, at NIRA's expense at the Black Boar Ranch, Montour, Ia.

Complete forms for the Deer Trophy event were sent to NIRA member firms in the fall. Using the official Boone & Crockett rating sheets, hunters log the size of their "racks" and send the complete forms to the National Rifle Association which judges the event for NIRA.

NIRA's Rifle Tournament (h nually in conjunction with the tion's Pistol event) runs throu period January 1-April 30, 196 the completed forms sent to NI judging.

The winner of the 1964 rifle Robert Utter, of Boeing, wil mountain lion as the guest of and the D-I Ranch at Motoqua, in February.

The Elk Horn Ranch, where th Deer Trophy winner will go, is in Western hunting country, with bear, mule deer, elk, moose, mo sheep, and even an occasional bagged on its wooded slopes.

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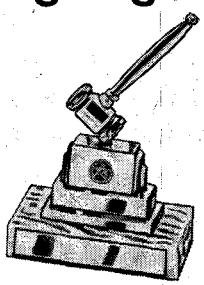
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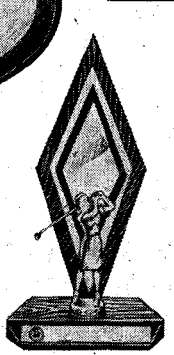


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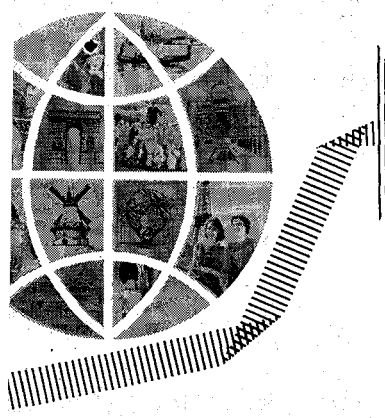
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icago Firms Explore Cooperative avel Venture for 75,000 People

cooperative travel venture, which l set the pace for the future of em- e group travel in the Midwest, was ; explored by Chicago firms last h. Main idea of the program is to osmopolitan groups from different together for domestic and foreign ts.

ne plan is no "pie in the sky" promise problem-free travel for Chicago's e-weary masses, but rather an "ex- atory" program for the leading 50 or ms, each with at least 500 employees little group travel activity to date. romoters of the Chicago plan were k to point out that a cooperative el venture planned for Detroit some s ago flopped. It wasn't immediately *why*—it could have been badly or- zed; or perhaps the city just wasn't y for this kind of thing. The expla- on given is that competition is so among the automakers that few co- ative ventures of any kind succeed etroit. "General Motors doesn't want avel with Ford, who doesn't want to el with Chrysler, who doesn't want travel with American Motors," a esman said half-jokingly.

in fact, that be the case, Chicago well be a more logical spot for this of an experiment. Chicago is more "cosmopolitan." It's not a one industry town, even though there's a fiercely competitive spirit within industries like printing, electronics, steel, and insurance which carries over into extra-curricular life.

Kidding aside, the Chicago plan does have something going for it, and the mentors who met in Chicago last month know it. Among those present were representatives of E. F. McDonald Co.; Tourism Council of Greater Chicago; Aristocrat Inns; Grant Park Recreation Association; American Airlines; Mexicana Airlines; Mexico Council of Tourism, and others, who were predicting that the program would succeed. Perhaps this time they are right.

The idea is not strictly to promote foreign travel either, or the domestic "long haul," but also to get Illinoisians to seek out the wonders of Chicago. Some outlying Illinois companies, according to evidence which periodically reaches this office, do in fact send groups of employees to Chicago on shopping and theater trips that have proven popular. The new plan is to offer this kind of thing across the board to 75,000 employees of the 50-70 companies invited to participate, and in addition organize regularly scheduled flights to distant spots—Mexico was mentioned prominently at the initial meeting.

Why Mexico? Because of new group fares allowed on a "non-affinity group" basis on flights to Mexico from Chicago. Under the agreement, the agent contracts directly with the airlines for space, then fills it with three people from this firm, four from that, etc., at a savings to the traveler reputedly as high as 25 per cent.

Reportedly the program will have a "pay as you plan" savings feature, operated through credit unions and other in-plant savings apparatus. Another unique feature: the Chicagoans plan to turn a computer loose on the sticky scheduling problems that will necessarily result.

Whether or not the program succeeds will depend at least on two factors: 1) how genuine the savings are for the participants; and 2) how much this kind of service is needed in "Greater Chicago." However, response to the initial proposals among the personnel men and recreation administrators who met at the Ascot in Chicago last month appears to have been mildly enthusiastic.

That, in itself, is no small accomplishment. Chicago firms—with several notable exceptions—are not exactly the leaders in the employee group travel movement. Perhaps now, through the kind of cooperative venture that will grant group travel services to minimum numbers of employees from each company, group travel for Chicago employees will come to stay.

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Again, A 'Final' Word On Domestic Charters

By way of background, one of the "hottest" issues ever to embroil NIRA, was the question of Who is eligible for Domestic Charters? which reared its head at NIRA's Cleveland Conference last May. The Civil Aeronautics Board writes the rules of eligibility for such charters, but Part 207 of the CAB code, which deals with the matter, is frustratingly vague. By way of comparison, Part 295, which with eligibility for transatlantic chartering, is clear as

There can be no question that friends and neighb ineligible for passage on a transatlantic charter, unc terms of 295, but certain travel executives attending N Cleveland meeting (at that time representative of a m viewpoint) held that "friends" and "neighbors" were *eligible* under certain conditions.

Travel firms—not to mention many NIRA membe at that time were trying to fill charters to the World —began to press for a broader interpretation of 207. ally, the minority viewpoint became the majority viev and the marathon talks were on!

In August, CAB said that the yardstick of transa eligibility should still be applied to domestic charters. of the best legal minds in the field of travel took heat ception to the statement, and documented their case considerable evidence.

The legal big wigs were quick to point out that ap the transatlantic code to domestic charters was a bit when there was a *separate* piece of law covering the la however vague it might be.

On the other hand, the beleaguered CAB, watchdog U.S. air travel, had its problems. Air travel is not an thing goes" industry, and CAB could never be expect open wide the eligibility gates just to fill airplanes. Th result, far from spurring travel, could be a cure much than the pain. Still the watchdogs appeared to be softe

If you read between the lines, they seemed to be s that there was precious little room for "stretching the c

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AMERICAN SOCIETY OF TRAVEL AGENTS — ASTA

available elasticity was to be entrusted to the carrier, responsibility it is to police air charters.

's how the carriers in turn interpreted that responsi- They would say "Yes" if the following conditions ulfilled: 1. "That friends and neighbors were invited icipate in the charter as a result of conversations with ide members of the chartering organization. 2. That mber of friends and neighbors does not exceed 10% um of the aircraft capacity."

y would say "No" to the eligibility of "friends and ors" if the following were true: 1. "That the travel handling the charter arrangements actively solicited embers to become charter participants. 2. That a pro- of the charter even though a bona fide member of the actively solicited non-members to participate . . . that ulars, pamphlets or bulletin board announcements in- non-members to participate then this type of solicita- ould disqualify the group."

s month, J. W. Rosenthal, of CAB, who has given and its members good guidance in the past, shed fur- ight on the subject. Said Rosenthal: "Domestic char- pen to employees of one corporation need not be con- to employees of a single plant of that corporation nor ployees in a specific area. The basic requirement would na fide employment with one corporation. Immediate y members may accompany the employees.

ırt 207, of course, does not define "immediate family" oes it state whether the employee must participate if his y is to participate. We would consider it reasonable, ver, to follow the language of Part 295 in this respect, which defines immediate family as spouse, dependent children, and parents living in the member's household, and permits such persons to participate even if the member does not.

"This is not to say that an individual carrier might not chose to interpret "immediate family" somewhat more liberally in the case of domestic charters, but it would be obliged to use a reasonable definition that it could defend as preserving a proper demarcation from the general public."

He concluded that though Part 207 is written "rather in general terms", it still prohibits solicitation of the general public for domestic charters or international charters. CAB's Rosenthal wants there to be no confusion on *that* point.

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R-M YEARLY INDEX

HOW TO USE: Every complete article of consequence which appeared in R/M during 1964 is classified in this index, which is intended to serve as a ready reference tool to industrial recreation topics for our readers. The Index lists alphabetically the general categories of subjects reported on during the past year. Seek out the category first, then run down the list of articles for the subject you're after.

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Box #116—RECREATION MANAGEMENT

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Box #114—RECREATION MANAGEMENT

Young man with master's in recreation from Washington U. seeks position in industrial recreation department. Considerable camp experience. Married, no children. Salary, $9,000 up.
Box #113—RECREATION MANAGEMENT

Young man with master's in recreation from Indiana U. seeks position as director or assistant of company recreation program. Some experience with municipal recreation activities. Single. Salary, open.
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Young man with ten years experience in industrial recreation seeks new work in personnel and/or recreation. Married, three children. Salary, upwards of $8,000.
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Young man with Physical Education degree seeks position with industry as professional recreation director. Two years experience in industrial recreation. Married, two children. Salary, $9,600.
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Salary, $7,200.
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area. Also served a graduate internshi
dustrial recreation at a large corporati
Box #99—RECREATION MANAGE

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work seeks new position in industry
ried, 3 children. Salary, $8,500.
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NIRA's Second Annual
All Group Travel Issue

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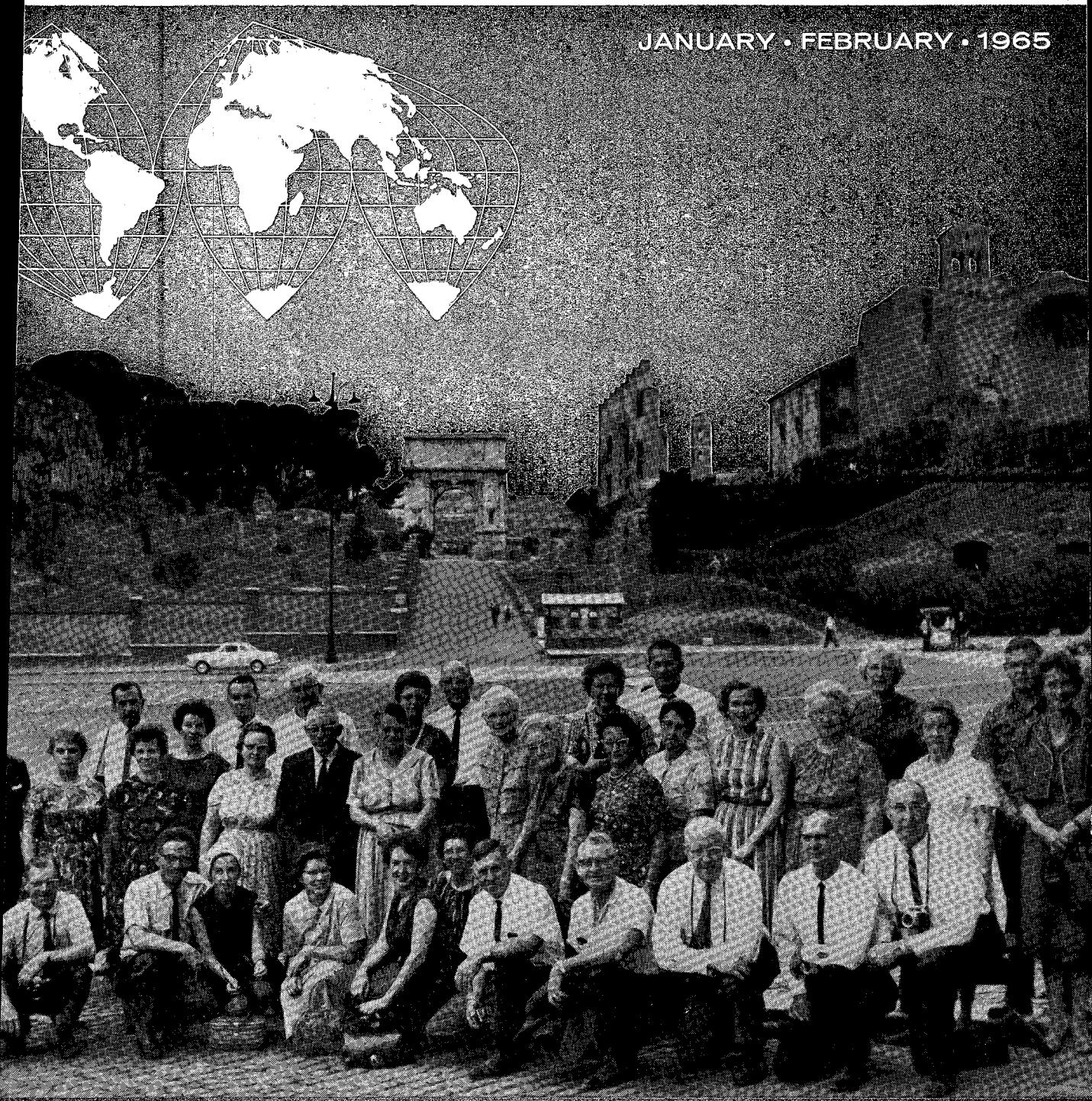
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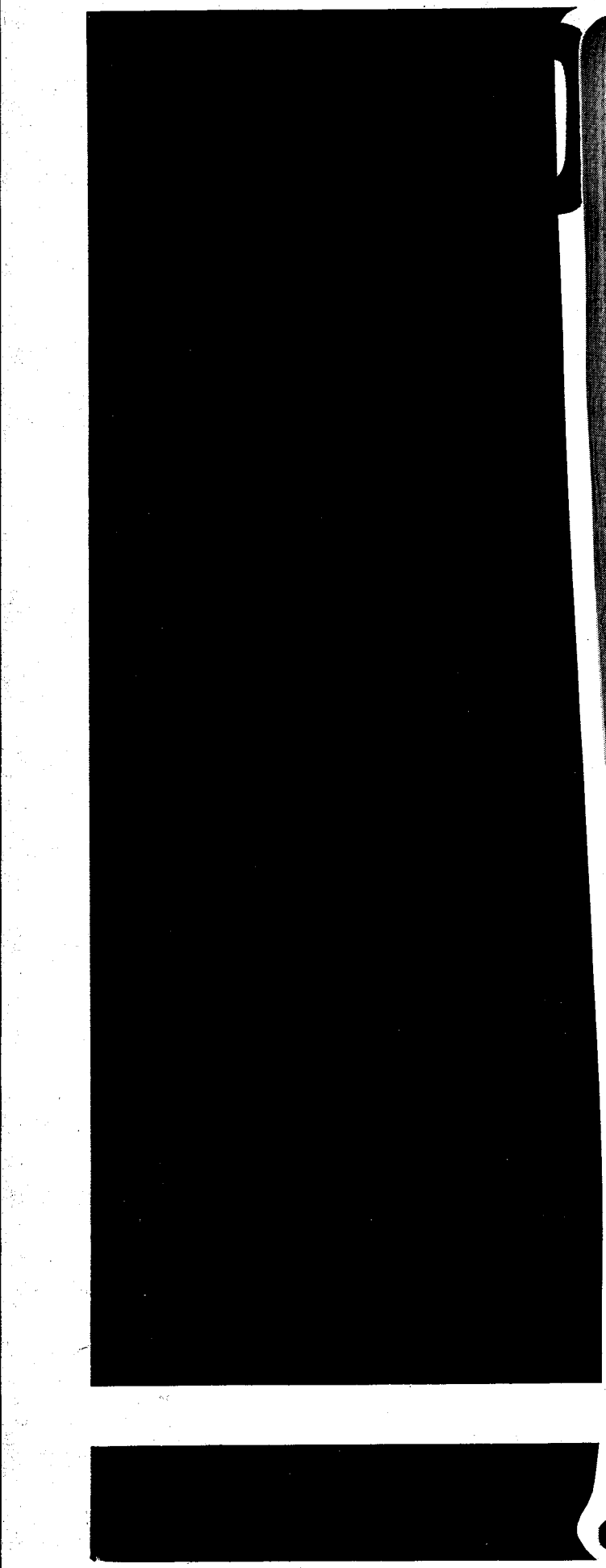
Recreation Management

E NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

JANUARY • FEBRUARY • 1965



GROUP TRAVEL ISSUE:
EMPLOYEES SPAN OUR SHRINKING WORLD











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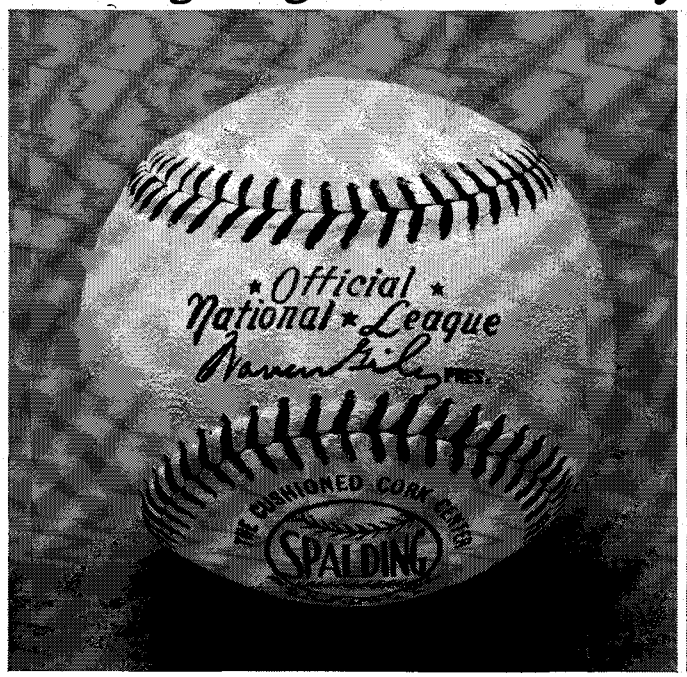
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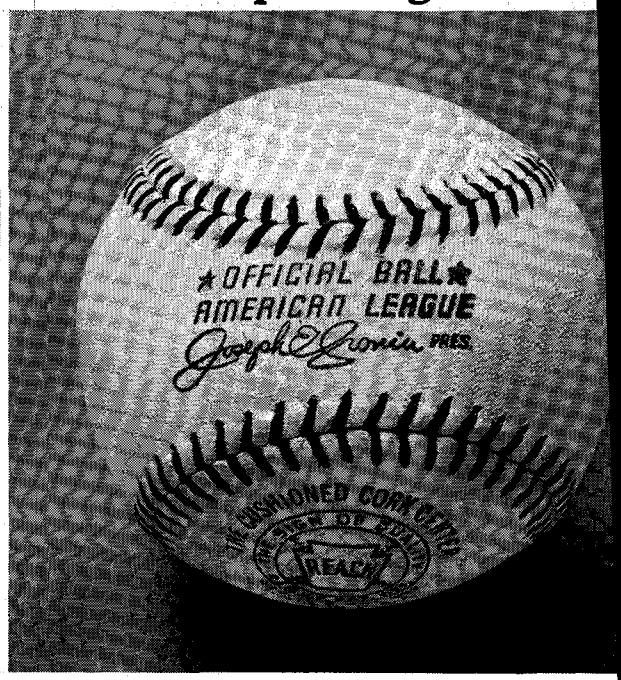


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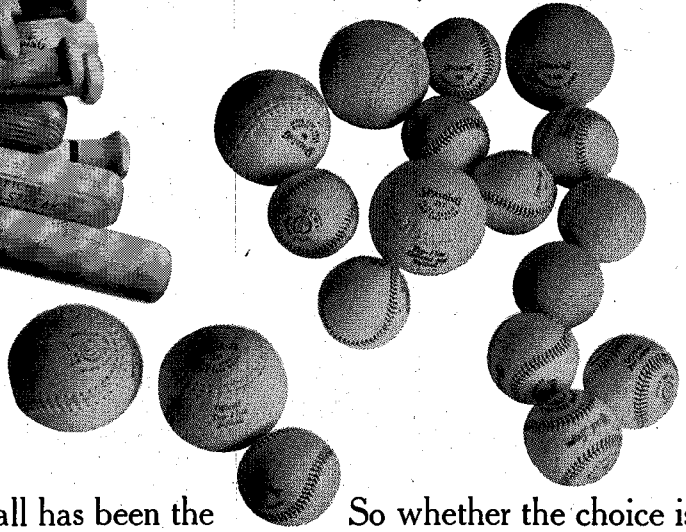
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*Mr. Enzo Palmentola, Pres.
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JANUARY-FEBRUARY 1965
Volume 8, Number 1

NIRA Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Published by the National Industrial Recreation Association.
20 N. Wacker Drive, Chicago, Ill. 60606 Ph: AN 3-6697

A Letter from the Publisher

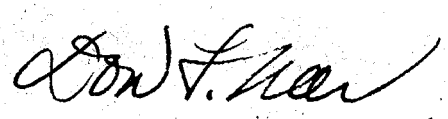
With this issue, R/M marks its eighth year as the national magazine of the employee activities field. Some of those years have been lean and stormy ones, but in weathering bad times as well as good we hope we have gained a measure of maturity.

We're glad to have those years behind us, and are happy to report that the year just passed has been our best. R/M published more total pages, and reached new highs in circulation and in advertising during 1964, and 1965 promises to be a much better year.

The measure of a publication is not necessarily how fiscally sound it is, however, but how well it serves its readers. More than 8,000 U.S. and Canadian employee activities administrators now read R/M and we have made 9,000 readers our short-range goal, with a target date of July 1, 1965.

To these readers, then, we dedicate our progress as we seek to become the one indispensible handbook for men and women involved in building and improving their firms' employee activities programs.

With this issue (a record one incidentally) we begin the new year. Each of the coming issues will be devoted to a special theme, such as Spring Sports, or Winter Activities. In this way we hope to keep abreast of all the current developments in the field of industrial recreation and fulfill the role essential to our continued growth—the fruitful exchange of ideas among our readers.



Don L. Neer
Publisher

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In this issue, R/M pays tribute to group travel, a growing movement that has done much to fulfill the wanderlust of the American industrial employee.

CIAL EMPLOYEE TRAVEL ISSUE

FEATURES

LETTER FROM THE PUBLISHER
1965 GROUP TRAVEL OUTLOOK
STARTING THAT EMPLOYEE TRAVEL CLUB
PLANNING THAT '65 ITINERARY
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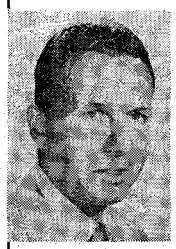
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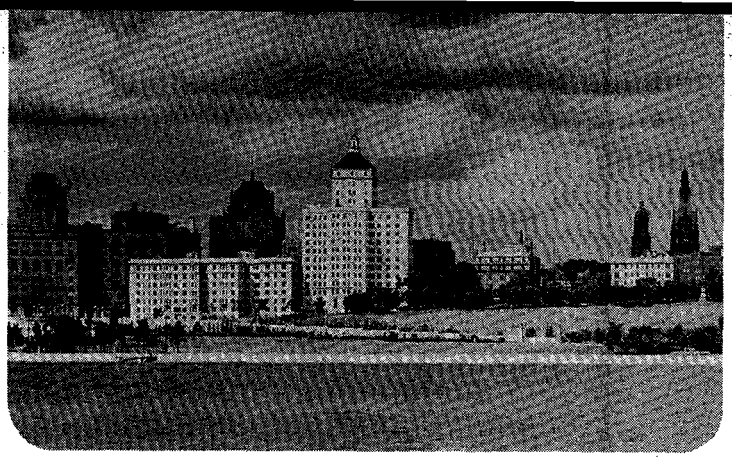
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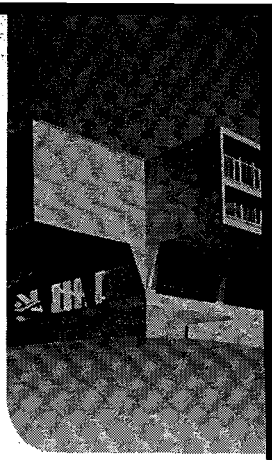
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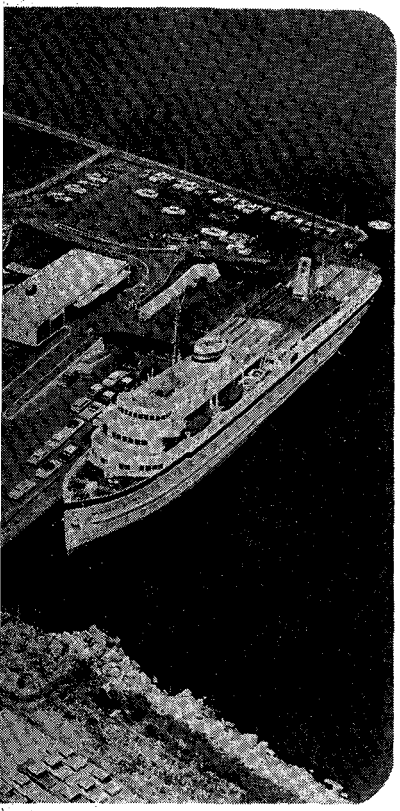
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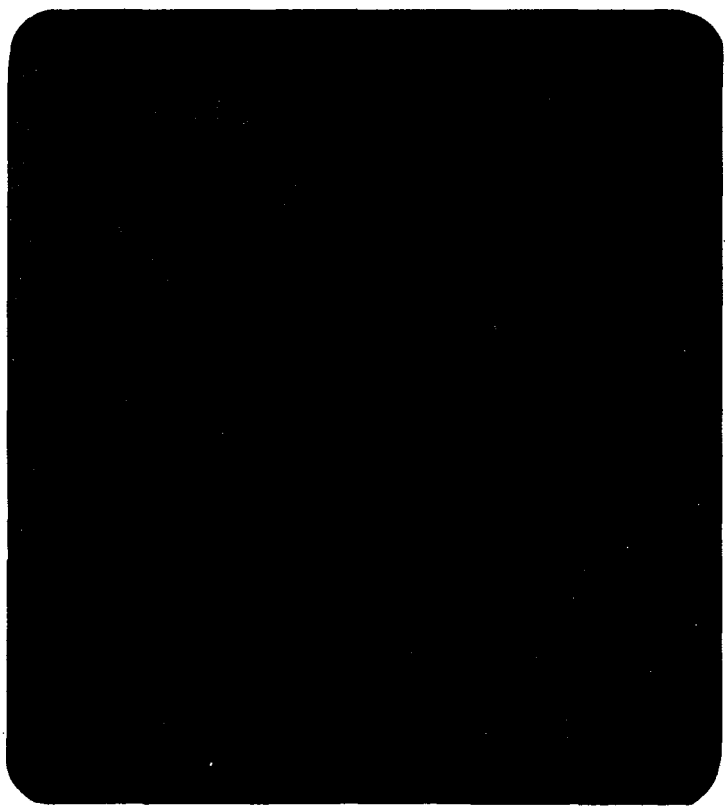
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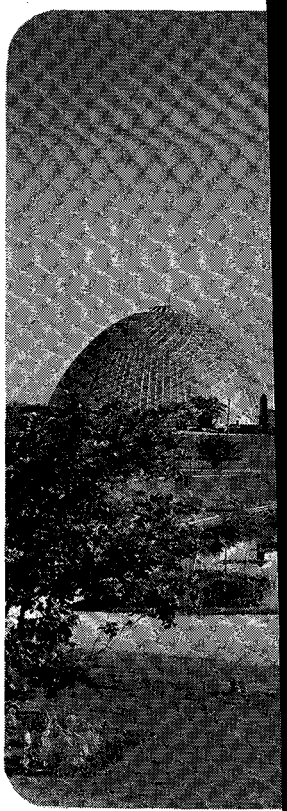
MILWAUKEE • MAY 15-18 1965 • Hotel Schroeder











COME TO MILWAUKEE IN MAY, 1965

One of any professional organization's most important functions is to serve as a "free forum for the exchange of ideas." Of all NIRA services, none fulfills this role better than the Annual National Conference and Exhibit.

EVENT OF THE YEAR

A major share of NIRA staff effort—as well as countless hours of volunteer work by members—goes into making the National Conference the single most important event of the year. You can't afford *not* to be present. Non-members welcome.

PROGRAM HIGHLIGHTS

Make plans now to attend the 24th Annual NIRA Conference and Exhibit, Hotel Schroeder, Milwaukee, Wis., on May 15-18, 1965.

TOP SPEAKERS from management, sports, recreation, and government will review the important trends in the field of industrial recreation and employee services.

SEMINAR SESSIONS, chaired by industrial recreation administrators with years of experience, will offer insights into specialized subjects, with a variety of new program ideas, successful techniques, and solutions to program problems.

EXHIBITS AND DEMONSTRATIONS will help you plan your purchases, and keep up to date on recreation products and services.

INFORMAL DISCUSSIONS with other recreation administrators can be one of the most important parts of any professional conference.

REGISTRATION INFORMATION

The Registration fee for pany and branch members for non-members. The fee i receptions, three luncheons, two local tours, and *all* basi Conference features.

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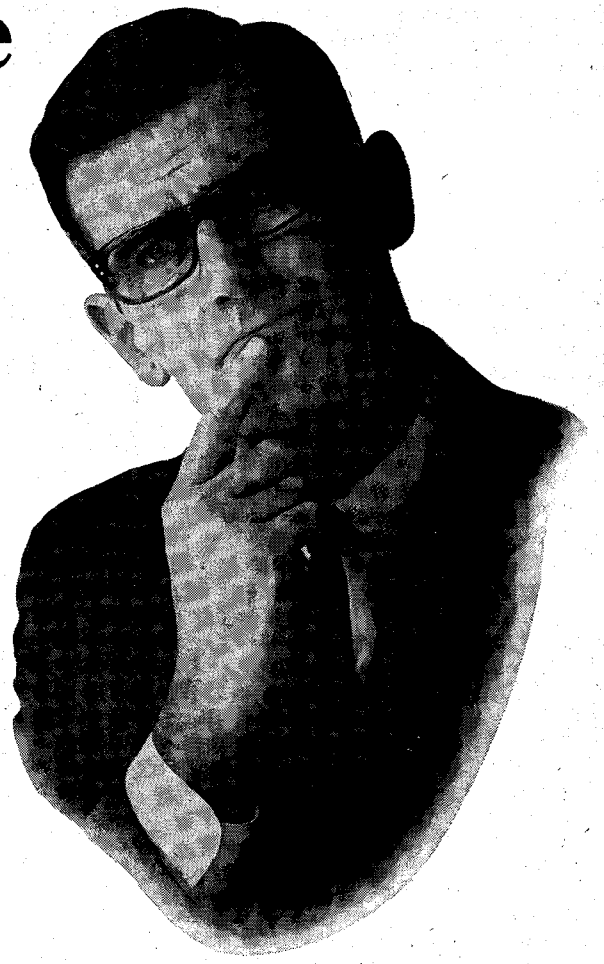
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NIRA's 24th NATIONAL CONFERENCE AND EXHIBIT

May 15-18 1965 Hotel Schroeder Milwaukee, Wis.

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'hat's why BOAC has some pretty mart people ready and waiting.

ssist. To plan. To help you organize an overseas vaca- dream—for employees and friends who could never d it otherwise.

s BOAC group travel experts, they can give you the kind side information only travel experts get to know. They tell you about the most comprehensive Employee Rec- on Program the travel industry has ever known. They'll you with special travel folders. Display material. Films. stionnaires. Announcements. Logos. You name it.

ur people are tigers on statistics. And solving maddening ls. Once you've picked the site, we'll arrange every- g. Transportation in the grand BOAC tradition. Hotel vations. Sight-seeing. Special menus. And everything o make this one trip they won't forget soon. Everything lets them know their company's behind them all the way. hat's more, we'll tailor any tour to fit the needs of any p or club.

or further information, clip the coupon or call us direct. l be glad to hear from you.

British Overseas Airways Corporation, Dept. R-248
530 Fifth Avenue, New York 10036 • MU 7-1600

Gentlemen:

I am interested in your complete Employee Recreation Program. Please have one of your smart people contact me.

NAME_____ TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ STATE_____ ZIP CODE_____

0872

All over the world BOAC takes good care of you

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SERVICES OPERATED FOR BOAC-CUNARD BY BOAC

signs of the times...

EMPLOYEES STILL THE BEST IMAGE MAKERS. "The creation of a good co porate image depends on a company's employees, on their attitudes and on their skills," according to Harllee Branch Jr., president, The Southern Company, Atlanta, Ga. Branch feels if these employee have confidence in their company's service or product, if they be lieve in its policies and purposes, and if they bring to their da tasks a true concern and real enthusiasm, their feelings are boun to evoke a more favorable response from customers and the public than can be created by any public relations man or advertising consultant.

WHATEVER HAPPENED TO THE 50-MILE HIKE. In case you're wondering how the American physical fitness movement will fare in the Great Society, apparently it will still receive high priority. Four years ago, touch football was suddenly as popular as playing Canasta had been during the Eisenhower administration. Then came the 50-mile hike and a whole generation of citizens whose fathers had been flagpole sitters or goldfish swallowers thought they had found their forte. But the Kennedy legacy to the world of physical fitness was not the football, hiking, and water skiing fads, but rather the work of the President's Council on Fitness, which is being stepped up under Lyndon Johnson. Johnson approves of the work the Council has been doing, and his own health experiences have taught him the value of a lifelong program of personal fitness. High on the list to get assistance from Washington are fitness programs for business and industrial employees.

INSURANCE BENEFITS CURB TURNOVER. A new study on employee benefits claims that firms with programs of high insurance benefits are twi as likely to have a lower turnover of employees, according to a survey of attitudes of employees and workers in the Portland area the school of business at the University of Oregon. In addition, the report shows that a great majority of workers would like to divide any extra compensation equally between cash and fringes or most of it in cash. There is small appeal in getting all or most o any pay raise in employee benefits.

BOATING INDUSTRY CHALKS UP GAINS. For the third straight year the pleasure boating industry noted impressive gains in almost every category during 1964. According to a statistical report put together by the Outboard Boating Club of America and the National Association of Engine and Boat Manufacturers, 38.5 million persons took to the nation's waterways for fun and relaxation in 7.7 million boats of every description during 1964. They invested $2.6 billion at retail levels for new and used boats and motors, marine accessories and services the report reveals. The outboard boating industry experienced a "slow-down" period during the early 1960's, but apparently is making an impressive recovery from the doldrums of slackening sales and 1965 is being pegged as a record-breaking year.

SPORTS PARTICIPATION GROWTH CONTINUES. According to the 1964 sport participation figures compiled by the Athletic Institute, Chicago, growth in sports activities continues apace in the U.S. Among the impressive gains: boating up 1 million to 38.5 million; billiards, up 2 million to 20 million; target archery, up 1 million to 8 million; golf, up .5 million to 7 million, and 16 inch softball, up .5 million to 2.5 million.

How to be an ace recreation director just by flicking a switch



st, clip the coupon below, requesting free folder on our new library of es and movie films. Mail it to Air nce.

When it arrives, select some films. ey're free, too.) Then invite your ployees in for a showing. (Tell them their travel-break.)

Once you flick that switch and the itement of low-cost group travel in rope flashes on the screen, mister, have a chance to be a hero.

There'll be questions. "How much?" When can we leave?" "What does it lude?" And you'll have all the an- ers. Because Air France will have med you with carefully planned and itingly priced tours.

And a great schedule of jet flights.

And the benefits of luxurious French service and cuisine.

And nice low, low group fares.

Before you know it, your travel program will be off winging!

While you're filling out the coupon for the film folder, check the box asking an Air France representative to call.

He's got lots of other helpful ideas to help you promote employee group travel.

If he boasts about how well-equipped Air France is to service employee groups, remember that behind the big talk is the know-how of the world's largest airline. Air France . . . a 1965 member of NIRA.

AIR FRANCE
Dept. AMN. CG
683 Fifth Ave.
New York, N.Y. 10019

Dear Sirs:

☐ Let's have the details on your group travel films and slides. (If they're as inspiring as you say they are, I may go along with the first group.)

☐ I'll talk to an Air France representative. (But he better be prepared to give me lots of good ideas and free material.)

NAME_____

POSITION_____

FIRM_____

ADDRESS_____

CITY_____ STATE_____ ZIP_____

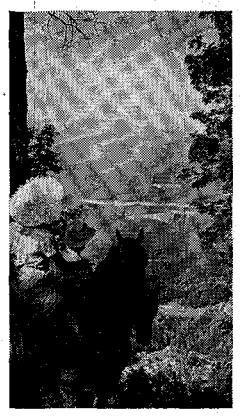
AIR FRANCE
THE WORLD'S LARGEST AIRLINE
à Votre Service

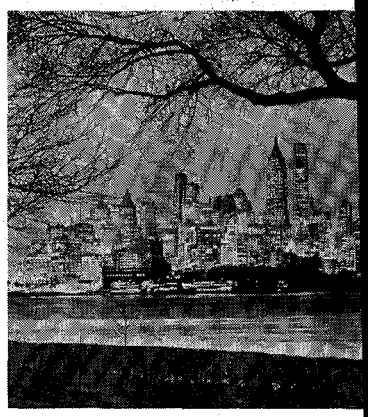


The average American breadwinner labors fewer than 50 weeks out of the year and fewer than 37 hours out of the week to make the U.S. the most productive and prosperous nation in the world. Somehow, presumably through the miracle of collective bargaining, his net pay, side benefits, and time off from work have never made a better economic package than in 1964.

Yet what sometimes makes the travel people wince is that during the past year, 80 million Americans took *no* trip of any kind. Only 35 per cent of 190 million U.S. citizens took a *vacation* trip. In addition, upwards of 75 per cent of our people have never been on an airplane, and another 60 per cent have never spent a night in a hotel.

Perhaps you'd expect in light of these revelations that





1965 INDUSTRIAL GRO

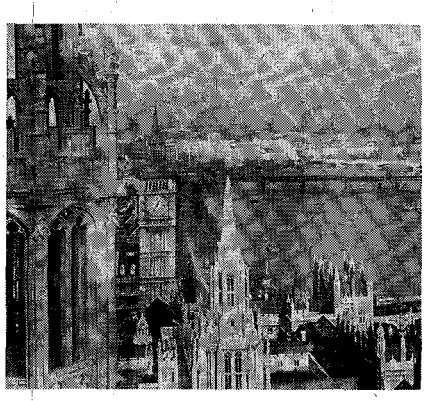
those who derive their livelihood from travel would be crying for government subsidies by this time, but nothing could be further from justice—or the truth. For if 80 million took no trips, 110 million did; and 65 million U.S. citizens left their typewriters and steno pads, their ledger books and assembly lines for extended jaunts to domestic and foreign points of interest during 1964.

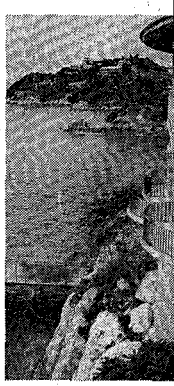
In short, it was the best year in travel history.

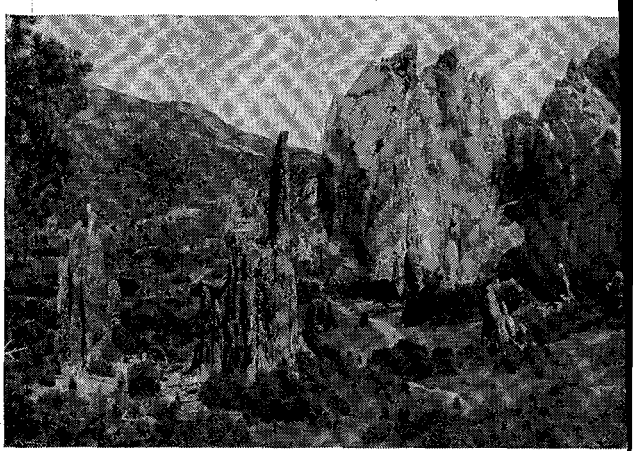
The year just passed has been an exciting one for group travel, too. Spurred on by a booming economy, sparked by the rising level of incomes and ever longer vacations, and given impetus by the trend to company-oriented programs for after-hours and vacation-time activities, many employees who would not have gone at all went *together* in 1964.

A NIRA survey of 50 of its members in late December, 1964, showed that the majority had increased their involvement with travel last year. The survey indicated that 35 out of the 50 companies had a domestic group travel program, with 25 of those firms sponsoring trips to the New York World's Fair. Of the rest, 6 had a Hawaiian tour.

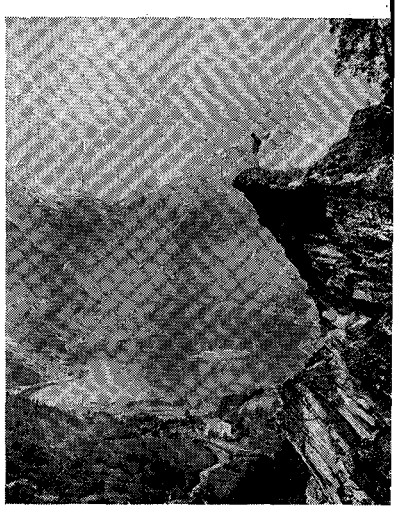
Thirty out of the 50 had a foreign group travel program during the past year. Of that number 15 companies sent employee groups to Europe. Only 15 of the 50 firms had "travel clubs" as such—obviously not an essential ingredient to a successful group tour program.











Big Push for "See-U.S.A."

The past year was the year of the big push for the "See the U.S.A." campaign. The idea of this program, primarily sponsored by the state tourist associations, is to discourage *some* foreign travel in favor of much more domestic travel.

"See the U.S.A." had picked up some pretty eminent support, including both the Kennedy and the Johnson Administrations in Washington. Whatever the motives of its other backers, the two U.S. presidents had taken a shine to the program because if successful it promises help eliviate some of America's sticky balance of payments problems. At year's end, however, all available reports were pegging the volume of U.S. travel abroad at higher-than-1963 levels.

The beginning of 1965 saw the U.S. Chamber of Commerce recommending a more feasible solution to the balance of payments question. Still there's great merit to teaching Americans a greater appreciation of their own country, and the "See the U.S.A." campaign was well timed, for 1964 was also the first year of the New York World's Fair—the Dis-

Travel bargains in general have never been better. But what of employee group tours and charters? Will recent CAB rulings open the way to continued growth or hamper it? R/M believes the climate for industrial group travel has never been better. Here in a major feature that takes a close look at factors intimately affecting this specialized field, the editors tell why.

AVEL OUTLOOK

nd of Flushing Meadows.
rtainly the Fair contributed mightily to making the past he greatest period of domestic travel history, and the t single percentage of industrial group travel business n fact generated by the pageant in New York City.
omotion monies invested in the New York World's Fair nto the hundreds of millions. The Fair promoters did a ificent job during 1964 and no one could say it suf- a dearth of publicity. TIME, LIFE, POST, LOOK, & gave it the equivalent of millions of dollars of space.
ch publicity in 1965 seems unlikely as the Fair prepares s second season, and many executives whose companies he largest investors in the Fair are beginning to wonder ey will have gotten their money's worth. Last year the drew a little more than a third of the estimated two-year and prospects for the coming year are somewhat less nt.

Impressive New York Coup

the realm of industrial group travel, the New Yorkers ed off an impressive coup. Among the firms with exhibits he fair were more than half a hundred NIRA member s, many of whom promoted, organized, and sent touring loyees to Flushing Meadows in droves. In the company se organ, a line or two about that weekend trip was worth e than an eight page spread in LIFE, and a substantial entage of last year's Fair volume was supplied by the companies who paid for the exhibits.
But if the Fair seems slightly passé this year, many NIRA s are planning to send tours anyway in 1965—some of n repeaters.
At the height of the World's Fair activity last year, a conersy erupted within the travel industry over the eligibility uirements for travelers on domestic charter flights. The fusion that followed (as reported in R/M during the mmer and fall) would have been more comical except that many charters to the Fair hung in the balance, while tour erators and airlines argued whether "friends, relatives, and se who wander in" were eligible for passage.
Civil Aeronautics Board regulations on the subject are unar, and CAB's answers this summer to the probes of RA, the carriers, and tour operators were also vague—he said purposefully so. CAB could never be expected to n wide the gates of eligibility to all comers at the risk of ning an orderly charter business. Still they seemed to be saying that there was in fact some leeway for the interpretation of eligibility requirements on domestic flights so long as the "friends, relatives, and others" are not *solicited* for the charter.

The controversy now appears to have spent its energy, and those planning domestic charters are advised to consult the carrier when in doubt, since he has the final responsibility in policing charters.

Overall, however, the prospects for the charter business have never been better. According to BUSINESS WEEK, the non-scheduled airlines are making a strong bid for control of this market, and it seems certain they will make inroads in the months ahead.

According to BW, a couple of years ago, when the piston engine plane was in vogue and air traffic scarce, the scheduled airlines were only too eager to develop a thriving charter market that would fill their planes at considerably lower fares.

Today, the scheduled lines would still love to augment their off-season revenues with selected charter flights, of course, but during the peak summer season regular traffic is so good that the major carriers keep their jets on scheduled runs and collect the higher regular fares. Their excursion, group, and regular rates have proven successful.

Prosperity for Non-Skeds

As a result, BW concludes that the non-skeds, many of which are achieving a degree of prosperity in their own right, may soon have increased support from the Civil Aeronautics Board for leaping into the breach. The new CAB plan will allow the supplementals to carry all-expense tours within the U.S. and to this country's overseas territories.

Of this plan the WALL STREET JOURNAL says that it will not conflict with the 1962 mandate of Congress that restricted supplementals to charter traffic. The airlines will still charter their planes—to travel agents and other tour operators, who would then advertise the air tours to the general public.

CAB has long been trying to foster a low-cost group travel class of service, which wouldn't cut into the business of scheduled lines. The supplementals have long been operating at a handicap. Trouble in the early 1960's with some small lines spurred an angry Congress to pass legislation restricting the supplementals. Fifteen "responsibles" were granted tempo-

(continued on page 14)

Travel Outlook (cont.) . . .

rary authority to operate, have been on their best behavior, and will probably be given permanent licenses before 1966.

The new ruling, revolutionary as it is will not solve all the problems of the supplementals (the Defense Department reportedly will spend less with them on military travel from now on) but it will present them a golden opportunity. The regulars, of course, are edgy because they fear the supplementals' new stamina will take traffic from their routes and keep them from expanding into new markets. However, they still have the overall advantage, and no one is predicting that there will not be enough business to go around in the fast growing U.S. travel market.

Just how big the charter business is is hard to say. The market is sprawling and unpredictable, and no one in the industry will estimate the total. But during the past year there were 2,107 one-way flights to Europe, with revenues around $26 million. The whole charter trade will bear watching during 1965.

CAB also recently relaxed the rule that chartering organizations must have fewer than 20,000 members, a rule which had eliminated the Elks, Rotary, B'nai B'rith and other large groups. (This rule apparently never worked a hardship on U.S. companies sending employee groups abroad. For one thing, few sponsoring plants or divisions have more than 20,000 workers in one location, and secondly most industrial group tours are under the sponsorship of smaller "athletic clubs" or similar special interest groups.)

"Split" Charters to Grow

A new CAB plan will also allow "split" charters for supplemental carriers on transatlantic flights. This means that the non-skeds may charter halves of planes off to Europe with groups from different organizations and companies.

One indication of how well an industry is doing is the prosperity of the firms that supply it. The world's airlines already operate about 900 jets valued at about $4 billion. Boeing, the biggest and most prosperous of plane builders will deliver nearly 200 more during the current year, at a total evaluation of about $1 billion. Meanwhile, jet makers are scrambling to develop a "short hop" jet market. Boeing, Douglas, and a British company appear to have the lead, and one estimate pegs the total market for these new planes at upwards of $2.1 billion by 1975.

Lest the traveler-for-pleasure, however, think of himself as the cause of *all* this prosperity, let him consider the surveys that point out that the greatest single share of the domestic air travel market is still contributed by the American businessman. According to recent surveys, business travel still accounts for 64 per cent of all travel, much of it at first class rates.

Trend to Economy

Except for businessmen on the expense account, the trend to more travel is still an extremely economy-conscious one. Fares will continue to be decreased on most hops, and charters and group tours will benefit enormously from any increase in volume. In short, the budget-minded citizen will prevail, even in the face of continuing prosperity.

For the economy minded traveler, where are the "in" places to go in 1965? Apparently lots of the old "ins" are beginning to be "outs"—at least in some seasons. The cost of living is rising in Europe. As an example of this, recent reports show that a visitor to Paris needs $18.25 per d for food, lodging and sightseeing; in Rome $11.89; i Berlin, $11.07, and in Madrid, $8. (The tourism pote Spain is just beginning to be realized, many feel.)

Adopting an attitude of sour grapes perhaps, some ing travelers report prices for dinner in posh Europe taurants are equal to what you'd pay in the plushes York spots, and Continental cabbies are increasingly ca about taking too many francs from confused America addition, tourists chafe at the "departure tax" now levied against them at many major European gateways.

Leave the Bargaining to Them

If these reports be true, group and charter travele take comfort in their foresight, with itineraries and carefully calculated well in advance of leaving Am shores. The best way to visit the Continent—or any place—is still on a packaged tour. Leave the bargaini the tour operator.

The European tourist trade is not the only one which larger during the past year. The trend is up in the C and the South Seas, and the efforts of the Japanese to ti Tokyo in time for the Olympics will bear tourist fru years to come. Jet travel to Mexico and Tahiti is gro Cruises and flights to Hawaii are still one of the most lar domestic trips.

Winter vacations are a booming business this y boomier even than last year. With 23 million people somewhere this winter, it's been the biggest season in tory. Middle income families are adding to the jam. have the money, want the comfort of clean facilities, evidently don't mind paying for them. (Bellhops, maids waiters sometimes complain, though, that they are no biggest tippers.)

Carribean cruises are more popular than ever. Florida hot spots are losing their former patrons to p like Bahamas, Puerto Rico, Virgin Islands, Trinidad, Cur and the like. Still, domestically Florida is doing its bi season, California is drawing heavily from the Midwest, the Southwest is gaining new attention because of the w dry weather there. Ski lodges were booked almost before season began. Competition between hotels and motels ev where is tighter this year, with almost everybody doing ter than last year.

Increase in "Special Interest" Tours

In the specialized field of group travel, a trend cite R/M last April was confirmed by the WALL STRE JOURNAL this January—an increase in tours that exp the special interests of the travelers. A small group of skiiers, for example, off to the Bavarian Alps, or AT gardeners touring the landscaping highlights of Britain. is a trend that should continue to grow, as the new, lo excursion rates become better known.

For groups traveling together to anywhere during 19 it makes economic sense to stick to the "hinterland" dur the peak tourist seasons and visit the more popular spots the off-season. With this formula as your credo, there still plenty of travel bargains around and groups tours a charters are your best bet to achieve them, provided you s out competent professional counsel.

No ebbing of the tide of Americans on tour—domestic foreign—is in sight. The biggest boom sparked by the age isn't sonic—it's travel.



FRENCH LINE welcomes you aboard!

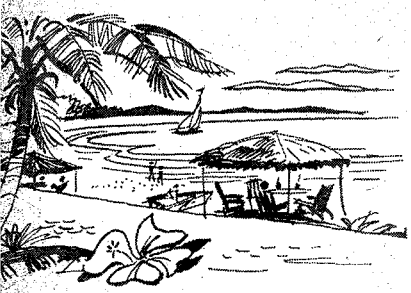
The fabulous S. S. **FRANCE** makes frequent crossings from New York to Southampton and Le Havre. She is the world's longest liner, completely air-conditioned. The food, the service, the fun are inimitably French.

Ask about our exciting Centennial Cruise Program to the Caribbean and the Mediterranean.

French Line®

333 North Michigan Ave.
Chicago, Illinois

the old orange peel shrinketh...



Starting That Er

For the company interested in providing a broad spectrum of recreation experiences for its employees during 1965, industrial group travel—properly organized—can be one of the most rewarding activities, both for the employees and for the company.

Only in the past 10 years or so has group travel begun to be recognized as a *bona fide* part of the employee recreation setup. Perhaps reluctantly at first, management began to realize that a great many employees were taking trips anyway —not just families off on a tour by auto, but secretaries cruising to Bermuda for two weeks and middle-aged couples taking advantage of that first four week's vacation to visit London, Paris, and Rome.

The conclusion was probably inevitable. Why *not* employee group travel? The cost to the company is negligible and the savings for the employees is often quite substantial. On some routes charter fares are from 25 to 40 per cent lower than individual fares would be, and many employees wouldn't travel without this advantage.

Then, of course, there are all the standard arguments for employee group travel that helped convince management it was here to stay. It's an activity of universal appeal and reaches employees who ordinarily wouldn't participate in a company-sponsored program. Traveling with one's fellow employees is good for company morale. And so on.

Once it was determined that employee group travel was a popular activity and that employees were even willing to form clubs to discuss and promote it, the overall organization and supervision of the activity naturally fell into the bailiwick of the recreation department—where the basic machinery for operating successful group activities was already installed.

Still, getting started can be a problem if you don't know the ropes. And frankly, the idea might not catch on at every plant, because each firm is different and the industrial recreation administrator has to tailor the recreation program to the individual make-up of the employee force. The only way to determine whether there is sufficient interest in your com to form an employee group travel club is to send out in finders and call a meeting. Here's how you might go abo

1. Getting organized.

☐ Key to starting a travel program is to publici properly. Start publicizing the first meeting at least two m in advance. Be sure that at least two announcements exp ing the travel club appear in your employee publication, the time, place and date of the meeting mentioned promin in each story.

☐ Make good use of bulletin boards. Use cartoons, d ings, caricatures pertaining to travel, and again be sure t clude the time, place and date of that first meeting.

☐ If possible, arrange to have announcements made e day for a week in advance of the meeting over the compan cafeteria loud speaker system.

☐ Finally, and perhaps most importantly, a personal q tionnaire should be sent to each employee to fill out and turn. It can be enclosed in the plant publication, handed ou the cafeteria, or at the plant entrances. Perhaps the best wa to mail it to the home of the employee, because this is an tivity in which wives and families can participate.

2. That first meeting.

☐ Greet arrivals with travel giveaways—leis, sailor h travel folders, hotel and resort postcards, etc., and have th sign the ship's log. Decorate the room with a variety of la travel posters, maps, etc. Background music helps, they

☐ Have a welcome committee decked out in a variety travel outfits—native dress of different countries—and inv the guests to have a cocktail from the bar. Feature orange ju pineapple juice, papaya juice, apple cider, coconut m cheeses, etc.

☐ After the guests have all arrived, the recreation direc should invite them to have a seat.

☐ Have the director or emcee ask the guests to introd themselves and tell where they have traveled to most recer

if it's only across town.

Next outline the travel club idea.

get together at least once a month and exchange ideas
k about travel.

view movies and slides of members who have taken

see movies of various countries and resort areas to
the club might want to travel one day.

hear guest speakers on travel subjects of interest, in-
such practical topics as How to pack a suitcase, or How
a camera while traveling, etc.

nd finally, of course, to travel. But be sure to make the
hat it is not necessary to take a tour to join the club. The
e of the club is fun, education and recreation *first.*

Work out the best date for the next meeting and an-
e that the election of officers will take place at that time.
on that a prize will be awarded the one who submits the
ame for the club, and distribute blanks for recommenda-
or the name and also for nominations of officers of the

Close the meeting with coffee and doughnuts and ask all
endants to bring a friend to the next meeting—someone
s interested in travel.

ternational travel, domestic travel, etc. Endeavor to determine the level of their travel thinking. Remember that a club whose aims and projects are "over the heads" of the majority of the members is not likely to be successful. This does not mean that travel education should not be encouraged, but it must be gradual. Determine whether your group is composed primarily of *vicarious* or *actual* travelers. This is the key to planning future sessions.

This meeting is also a good place to begin planning for the third meeting. Consider contacting an airline, a tour operator, or travel agent. One of their staff will be happy to make a guest appearance at no cost. They will talk about travel—about interesting places, about how to pack a suitcase, about any one of a number of topics that could and should eventually be covered. *Be sure to limit their time.*

5. The Third Meeting.

When this meeting has been held, your travel club is launched and the balance of the year you need only check to see that the committees are functioning normally. If you feel it is necessary to keep minutes, or that your club have a constitution and bylaws, set the wheels in motion at this time.

6. General facts and information.

As to membership, the more the merrier in a Travel Club.

yee Travel Club

Be sure that the company publication gets a good story
hat it helps get interested persons to the second meeting.

That all-important second meeting.

Before the all-important second meeting, follow up the
neeting and subsequent announcements with a special in-
on to all who attended the first session. Announce again
officers will be elected and that a travel film will be shown.
ssible, contact each person by phone and ask them if they
oming to the welcome meeting.

During the second meeting give out a premium again
e attendants sign the log. Then—

-collect the form with recommendations for officers and
ame of the club.

-show the travel movie.

-announce the slate of officers as proposed by the nomi-
ng committee.

-elect the officers: president, vice president, secretary,
surer.

-announce that the officers will meet before the next meet-
to work out committees (program, publicity, and member-
).

-throw the meeting open and call on everyone to state
t kind of travel they are interested in; what kind of films
would like to see; how many films or slides they would
to show; what they would like to have guest speakers talk
ut and what specific trips the members are interested in
ng—domestic and foreign.

-set a definite time and place for the third meeting.

. Meet with the officers.

n the period between the second and third meeting, meet
h the new officers to talk over the progress of the group to
e. Working with this small group, the program will be
pped out. This is where the duties and responsibilities of
ious officers and committee members will be decided.
Get their thinking not only on who would make good com-
ttee chairmen, but to what extent they are interested in in-

However, it is difficult to obtain any kind of a charter with fewer than 50 participants. It is assumed that should a charter be decided upon, it would be thrown open to *all* members of the firm whether or not they are members of the travel club. But the club will always serve as the "hard core," and they will be invaluable in making special arrangements, in publicising the trips and tours, and in getting new members for the club.

7. How about dues?

Whether or not you will have a dues structure for membership is dependent upon company policy and local conditions —also your budget. Can you afford to send out meeting notices and publicize your travel activities without the dues? Can you afford to have coffee and sandwiches or doughnuts at most meetings without dues? Can you obtain, without purchasing one, a movie projector, or a slide projector to show travel films?

Many directors who have been through this experience with scores of other clubs recommend the payment of token dues—$1 or $2 per year—to handle these minor miscellaneous expenses. Also a club with a dues plan has the advantage of stability because the employees know they have a stake in its success.

If members pay dues, they should have some advantage when the employees travel. For example, they might have first choice on reservations or a reduction in price.

8. What about that trip?

Don't rush into a trip immediately. Take your time. There are literally thousands of itineraries available. Remember, some of your people signed upon the basis of only talking about travel. So let them talk if they want to.

Should there be enough interest for them to take a trip, however, survey their budget preferences before settling on an itinerary. There are two schools of thought on the first trip of an employee travel club. One says start off with a domestic tour of modest aspirations; the other says to begin with a foreign junket for maximum interest. You may wish to begin with a

(Continued on page 18)

short weekend trip that lets the club test its wings before tackling a more ambitious venture.

9. Individual or group travel?

☐ You may wish to provide *independent or individual travel services* for the employees of your firm. Many companies now do this. Put up a travel rack, with travel literature supplied by the commercial travel firms in your town. This could be a project that the travel club would carry on.

☐ *Group or package travel.* This is the type of travel with which the travel club is primarily involved. Briefly, it means taking a group of employees on a definite tour for a set period of time—from one day to three weeks, and arranging all of the details of transportation, guides, hotel reservations, food, entertainment, everything.

This is the phase of travel where a considerable savings can be effected. Group trips to various destinations can be obtained at a substantially reduced cost. These reductions vary with the size of the groups.

10. A note on successful programs.

☐ The secret to a successful travel club, one that will grow in membership, one that will eventually travel to all parts of the world, is programming. No pamphlet could possibly cover all the program possibilities. Participation by members is extremely important. Let them show their own travel movies and slides. These can vary widely both from the standpoint of technical know-how and subject matter. The important thing is that the member took the photos himself. Sure the photos and his commentary will be amateurish. But by the same token it will not be characterized by the ungenuineness of many elogues.

☐ There's a place for good professional films, ho and some of them are at least photographically excellent of the world's airlines will provide films of cities and cou your group would be interested in seeing. Most travel and tour operators would gladly provide you with the Most films are timed so that you can order a 30 minute f 15 minute film, etc. These films are shipped to you w cost, though generally you are expected to pay postage f return trip.

☐ Guest speakers are easily obtained in most citie major airlines maintain public relations departments th clude a special staff of experienced people who will address your group. Subjects can vary greatly, but here few:

—Why do single women travel?
—How to pack a suitcase and keep it under the weight
—Types of clothes that are needed in various parts c world.
—The family's part in travel.
—The National Park System of the United States.
—Etiquette on an airliner.
—Customs of foreign lands.
—How the pilot operates a ship.

If there's a special subject with which your member intrigued, contact the local office of any airline—ask fo public relations department and you'll find someone willi discuss whatever subject you want. Many railroads and lines will also furnish speakers in most instances.

Check among your employees and their neighbors. T might be a big game hunter among them, who would be too glad to show off his trophies and tell your members a the trip to Africa, Canada, etc.

☐ Special travel nights offer an opportunity for real You may have an Hawaiian night with a movie on Ha Have your members dress in sport shirts and colorful dre Have a luau. Buy some crepe paper leis and give one to ev body.

Or schedule a Mardi Gras night in February, complete costumes and masks. At another party feature the E Parade theme, and have the women bring their craz gaudiest hats. Another event might feature a "hard tin theme, with everybody dressing up as a hobo.

11. Conclusion.

Remember that travel is the theme and that one of y purposes is to discuss the possibility of taking trips. There at a brief period at every meeting, and perhaps the entire m ing now and then, should be devoted to discussing where group would like to go.

Be sure to allow plenty of time for getting people interes in whatever trip you're going to make and getting employ "signed up" for the trip. You should *begin* planning at l one year in advance.

Only when you have chosen the trip and gotten some in cation of the support for it among the employees should call in a tour operator to give you the specific details of the t

Improved transportation has brought about a revolution travel. Even the most distant meccas of foreign and dome interest are within the grasp of today's American men a women. With a boost from the recreation administrator, a the impetus of an enthusiastic travel club, an occasional trip a long sought after spot can become a reality—and for ma people, the experience of a lifetime.

Getting Started . . .

Interested in beginning a group travel club at your company? Try circulating the following information on an attractively designed flyer to determine the amount of interest among the employees.

Announcing the (your firm's name) Employee Travel Club

First Meeting (Date-Time-Place)

DEAR TRAVEL CLUB:
Yes sir! You can count me in. I'm interested in belonging to the (your firm's name) Employee Travel Club and I'll be at the first meeting.

Name_____

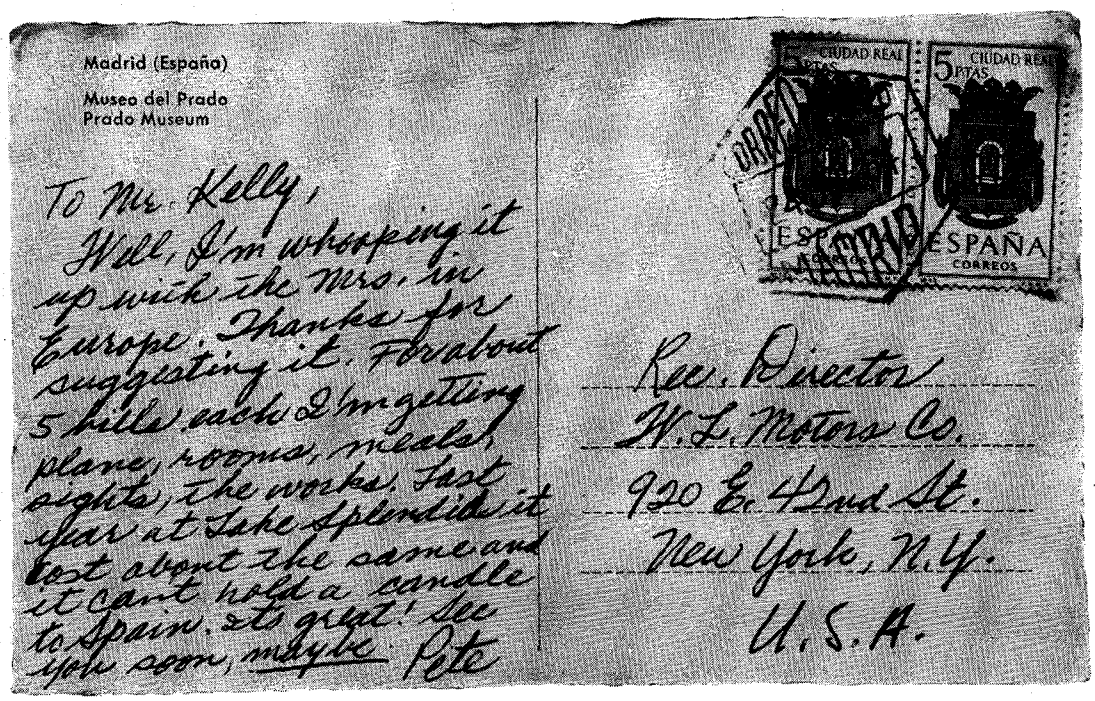
Dept._____ Ext._____ Home Ph._____

Address_____ City_____

CHECK ONE OF THE FOLLOWING:

1. I'm interested in International Travel. _____
2. I'm interested in Domestic Travel. _____
3. I'm interested in weekend trips. _____
4. I've got some dilly travel films and slides which I'd like to show to members. _____
5. I don't really want to travel at all; I just want to talk about it. _____
6. I just want to have fun. _____

Come Out to the First Meeting Free Coffee and Donuts



Any man with a job can afford to go to Europe.

your people to Europe on a bargain-d Swiss-Care Holiday. It's a 2- or 3- vacation with every problem solved. our conductor knows Europe as only opean can. Reservations have already made with good hotels. Excellent sightseeing, transportation and re-g chairs on Swissair DC-8 Jetliners all been arranged in advance. All a sair traveler does is relax and enjoy e. Write today for supply of day-by-tineraries you can distribute to inter-d people.

tugal Holiday
n $439.70

lays exploring the charming Portu-e countryside and historic, old-world s.

ine Holiday from $489

n delightful days traveling through the Alps by motorcoach. See Zurich, Lucerne, St. Moritz, Interlaken, Geneva. (Or choose one of five Alpine Automobile itineraries—15 days for as little as $499.)

Iberian Holiday (Spain & Portugal) $499

Includes Lisbon, Estoril, Seville, Spanish Riviera at Torremolinos, Granada and the Alhambra Palace, Madrid, Cáceres, Mérida. 15 unforgettable days.

European Holiday from $599

15 days visiting major European cities — Lisbon, Madrid, Paris, London, Amsterdam, Lucerne.

Italian Holiday $669

15 days include Zurich, Milan, Venice, Florence, Naples, Pisa, 4 full days in Rome.

Greek Holiday $699

Athens, Sounion, Delphi, Corinth, Hydra, Piraeus, Venice and more — including a Mediterranean Sea Voyage. 20 sunny days.

Mediterranean Sea Voyage from $739

Jet round-trip to Europe where you board ship and set sail for Italy, Israel, Greece, France. 16 golden days.

Mail this coupon today:

SWISSAIR, 10 W. 49th St., N. Y., N. Y. 10022
As a recreation director, I would like a supply of free folders for Swiss-Care Holidays in Europe.

Name_____

Company_____

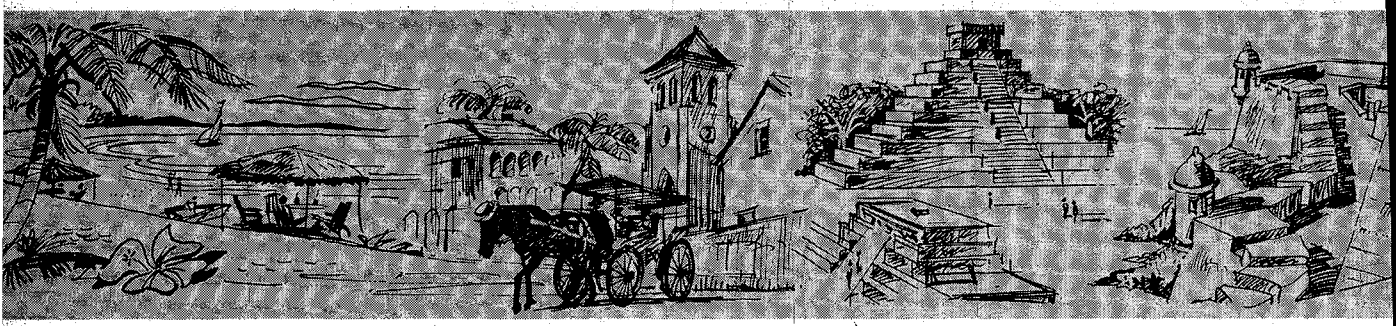
Address_____

City/State/Zip_____ RM-1

Prices based on 21-day economy excursion fares round trip from New York, starting February 15. Subject to government approval.

SWISSAIR

SWISS-CARE WORLDWIDE ON THE PRIVATELY OWNED AIRLINE OF SWITZERLAND.



Recommended Foreign and Domestic Employee Tours for 1965 and Beyon

For those who must prepare agendas for the spring-1965-and-beyond planning sessions of the company travel club, R/M here presents in brief outline form sample itineraries as guidelines for the corporate "tour organizer."

In each of the areas profiled there is endless variety, in the "specifics" you can build into your tour—including points to be visited, type of accommodations and meals, as well as mode of transportation. Space limits us from treating our subject with greater detail.

Hopefully, however, some of the *areas* profiled in this R/M feature will coincide with the interests of your group. If so, R/M can help you get the best all-round *specific* information available on these tours.

Just indicate on the coupon at the end of this special feature which tour(s) most intrigues your group, clip it out and send it to RECREATION MANAGEMENT. We will rush to you, the information you request.

EUROPEAN STANDARDS

E1. IRELAND-ENGLAND-SCOTLAND

Tours center on Dublin, London, Edinburgh, and can include all the historic sights of the British Isles. Schedule a trip to the Shakespeare country. Plan a trip around a group hunting or golfing expedition to Ireland.

E2. FRANCE-HOLLAND-BELGIUM

Center your tour on Paris, Nice, Lourdes, Amsterdam, Brussels. See the Chateaux country, Normandy, Brittany, the Pyrenees. End with a Rhine River trip through rural Holland.

E3. GERMANY-SWITZERLAND-AUSTRIA

See Berlin, Frankfurt, Munich, Zurich, Lucerne, Geneva, Interlaken, Innsbruck, Salzburg, and Vienna. Include a Rhine River excursion. Visit the great medieval cities of Central Europe.

E4. SPAIN-PORTUGAL

Tour Lisbon, Madrid, Barcelona, Palma. Include a motor coach tour of rural Portugal. Other "Andalusian highlights" include jaunts through Granada, Cordova, and Seville.

E5. ITALY-GREECE

Start from Rome. See Milan, Florence, Venice, N Genoa, Palermo, and Capri. Visit Athens and vie "glory that was Greece."

E6. NORWAY-SWEDEN-DENMARK

Visit Copenhagen, friendliest city in Europe. See the cities of Scandinavia, including Stockholm, Oslo, Elsi Gothenburg, and Bergen.

E7. JET TO MIDDLE EAST

Concentrate on the great cities of the Middle East, in ing Cairo, Beirut, Jerusalem, Tel Aviv, Haifa, Ista

E8. CRUISE TO MIDDLE EAST

Fly to Munich. Embark on cruise from Venice thr Adriatic and Agean Seas, with stops in Pireaus, H Rhodes, and Cyprus. Schedule inland excursions to salem and Galilee. Include pre- and post-tour visi Munich.

OTHER FOREIGN

F1. MEXICO

Arrive in Mexico City. Visit world famous sugar pla tions, sulphur springs, resorts, Mexico City proper. trips to Pyramids of the Moon and Sun, and Shrin Guadalupe. See a bullfight. Visit Acapulco.

F2. THE PACIFIC

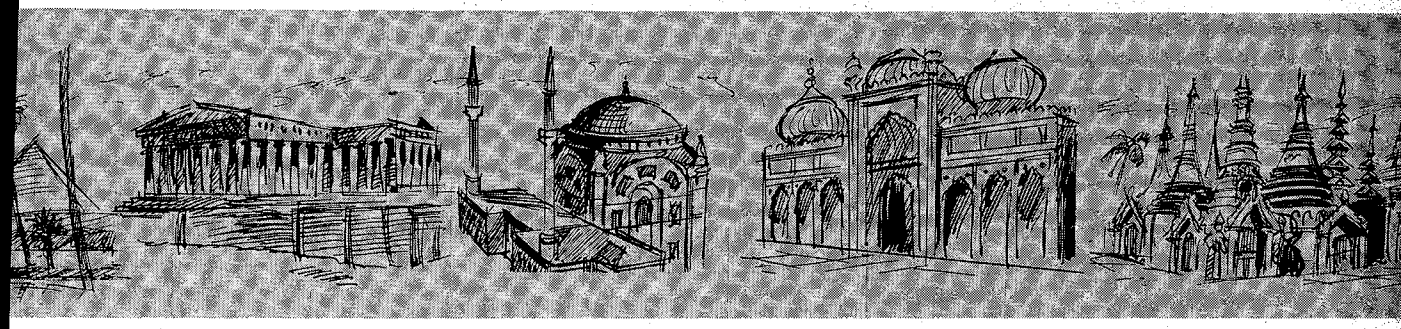
Jet to Tahiti. Perhaps see Bora Bora and New Zeal Combine with trip to Hawaii. See the world's newest fastest growing vacation area.

F3. THE ORIENT

Stop over in Honolulu. Visit great cities of Japan, inclu Tokyo, Nikko, Yokahama, Kyoto, Osaka. Also see H Kong, Macau, Taipei, Tulien. Make additional stop Bangkok, Kual-Lumpur, and Singapore.

F4. EASTERN CANADA

See Quebec City and the Chateau Frontenac. Stop at s tacular Gaspe Peninsula and Bonaventure Island. Re through Montreal.



SOUTH AMERICA

to Rio de Janeiro. See booming Sao Paolo, Montevideo, enos Aires, Santiago, and Lima. Visit the Inca ruins. Visit ra-modern Brasilia, see Chilean Lakes, towering Iguacu lls.

CARRIBEAN CRUISES

art from New York. Cruise to the Carribean aboard xury liner. Ports of call include St. Thomas, Fort de ance, Curacao, Nassau. Experience the magic of the dies.

OMESTIC FAVORITES

ALASKA AND THE ARCTIC CIRCLE

y from Seattle. Visit Anchorage, Fairbanks, Juneau and her frontier cities. See Mt. McKinley and magnificent rests and glaciers. Take a sternwheeler riverboat cruise nd ride the narrow gauge railway into the old mining ountry.

JET TOUR TO HAWAII

eginning in home city, jet to Hawaii. Enjoy a traditional loha flower welcome in Honolulu. Swim at Waikiki. Try luau dinner. Visit Pearl Harbor and the scenic delights f tropical Oahu. See the exquisite Outer Islands. Cruise by ver launch and glass bottom boat.

CRUISE TOUR TO HAWAII

tarting at Los Angeles or San Francisco, cruise to Hawaii board an elegant luxury liner across the blue Pacific. Let our group experience the highlights of "D2" tour above, hen fly them back to the mainland.

NEW YORK WORLD'S FAIR

n the second year of the Fair, go by air to New York, and ee the hundreds of industrial, state, and foreign exhibits f the greatest-of-all world exhibitions. While in New York, sightsee in Manhattan, plan a night on Broadway. Conclude with a stop at your New York plant or office.

MIAMI BEACH

Jet to Miami Beach, "Land of Sunshine." Stay in one of many fine ocean-front hotels and motels. Schedule several side tours, such as the Everglades, the Seaquarium. Perhaps a local cruise.

MIAMI AND CARRIBEAN

Combine a week in Miami with cruise aboard a luxury liner through clear Carribean waters to Nassau, St. Thomas, and other ports of call.

NEW ENGLAND

Take a motorcoach tour of New England, 1,200 miles of scenic land, including Berkshire Hills, Green Mountains of Vermont, White Mountains of New Hampshire, Portland, and New England's rockbound coast. See Boston, Lexington, Concord, Cape Cod.

D8. WASHINGTON-WILLIAMSBURG

Visit the Capitol, Supreme Court, Library of Congress, Lincoln Memorial, Arlington Cemetery, Georgetown, as well as Williamsburg. Schedule side tours, perhaps a "Civil War special."

D9. CALIFORNIA

Great for Midwest and Eastern firms. Visit San Francisco, city of the Golden Gate. Take the Coast Mission tour. End with an adventure in Los Angeles.

D10. LAS VEGAS

Still the "Monte Carlo" of America, Las Vegas is first rate group visiting spot. See the famous gaming houses, neon-shrouded nite spots. Include jaunts to Lake Mead, Grand Canyon, Bryce Canyon, Zion National Park, and Death Valley.

D11. ARIZONA

Start from either Phoenix or Tucson, end in the other. Visit South Mountain Park, Salt River development, Mesa and Pueblo ruins, Oak Creek Canyon, Apache Trail and Roosevelt Dam.

D12. AMERICAN/CANADIAN ROCKIES

Start from Billings, Mont., and ride by streamline train and motor coach through the breathtaking Rockies. See Glacier Park, Yellowstone, Waterton Lakes Park, Two Medicine Lake, and much of scenic Montana.

ALSO SEE FEATURE ON OTHER SIDE ▶

CLIP OUT

Recreation Management
20 N. Wacker Drive, Chicago, Ill. 60606

Sirs: Please send specific information on the group tours I have indicated by key numbers below. I realize that this is a request for information only.

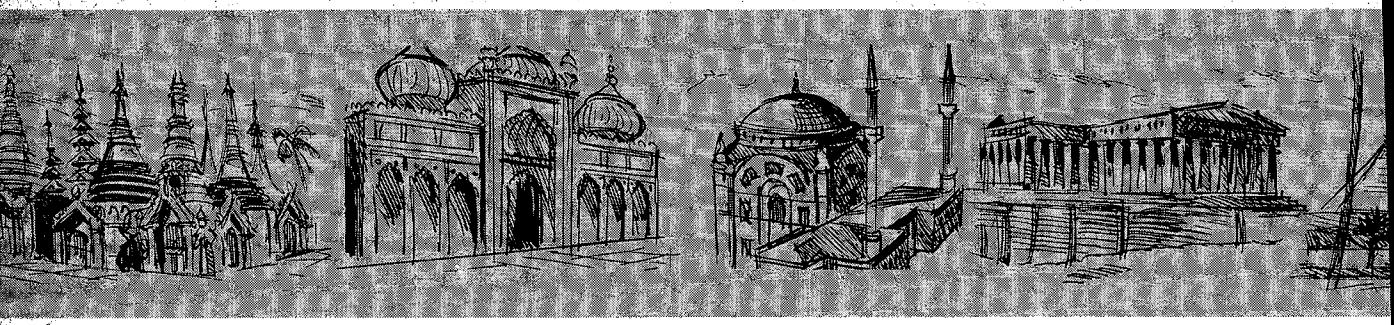
EUROPEAN		OTHER FOREIGN		DOMESTIC	
#E1___	#E2___	#F1___	#F2___	#D 1___	#D 2___
#E3___	#E4___	#F3___	#F4___	#D 3___	#D 4___
#E5___	#E6___	#F5___	#F6___	#D 5___	#D 6___
#E7___	#E8___			#D 7___	#D 8___
				#D 9___	#D10___
				#D11___	#D12___

Name_____ Position_____

Firm_____

Address_____

City_____ State_____ ZIP CODE_____



'Special Interest' Tours Grow Among Industrial Employee Groups

In the specialized field of employee group tours a new kind of travel is getting significant attention of late, namely trips and tours which explore the "special interests" of the participants at the same time that they fulfill their urge to travel.

This trend was predicted in 1963 when the new excursion rates began going into effect on many routes. These rates set the stage for "special interest tours," because they helped make it feasible for smaller-than-25 groups to travel together and still achieve the significant savings available to *group* travelers.

The trend to special interest tours was noted in R/M in April, 1964, and the WALL STREET JOURNAL, among others confirmed the development of this form of group travel in January, 1965.

It's not a requirement of the special interest tours, of course, that they be limited to groups with fewer than 25 participants. Groups of any kind can always achieve more significant savings the larger they are and, at least theoretically, they can be as large as a charter, provided there are sufficient people of similar interest to warrant that kind of arrangement.

ALSO SEE FEATURE ON OTHER SIDE

CLIP OUT

Recreation Management
20 N. Wacker Drive, Chicago, Ill. 60606

Sirs: We have an interest in "special interest" tours such as those you describe. Please let us know what information is available on the tour(s) described below.

The special interest of our group is:_____

a) Selected destination:_____, Or,

☐ perhaps you can help us select the destination.

b) Special interest:_____

Selected destination:_____, Or,

☐ perhaps you can help us select the destination.

Name_____ Position_____

Firm_____

Address_____

City_____ State_____ ZIP Code_____

The significant thing about special interest group t as one NIRA member puts it, is that it is "travel with pose." To give you a better idea of what constitu "special interest" group, and why they might want to together, let's describe a few.

Garden Tours. Some of the finest landscaping and dening in the world is on display in Europe—in the univ grounds designed and planted by "Capability" Bro England, or in the public parks of Paris. Ordinary grou sightseers would tend to overlook this beauty for the part. But a garden club from your firm would find a g tour of Europe pure delight, and an experience of a life

Music Tours. Perhaps your firm has a choral group chestra, around which a music tour of Europe could be The lifetime ambition of many serious music lovers is to the rounds of famed European music festivals—the reuth, Helsinki, or Salzburg, for example. This tour perhaps be arranged in conjunction with a more genera of European tourist attractions.

Camera Tours. This is a natural. A large percentag NIRA member firms have camera clubs—and nearly all substantial numbers of camera enthusiasts. Plan a tou anywhere around the camera club. Invite professional tographers to help you plan your trip. Make the tr "traveling workshop" for avid camera bugs. Hold a co for the best photographs taken of specific subjects on

Ski Tours. A large number of NIRA-member firms alre have domestic and foreign tours for ski enthusiasts. Ge Motors sent a small group to the Alps, and other firms s chartered buses to domestic ski resorts regularly.

Language Tours. If your firm has a language grou Spanish or French, for example—they may be enthusi about a tour to Mexico or French Canada, which gives t the opportunity to practice the art of living language.

Obviously, the possibilities for organizing special inte tours at most companies are many. Many of the activi clubs now sponsored by your firm could be the focal po for special interest group tours.

If your firm has an interest in helping employee gro develop small or large special interest tours perhaps R can provide you with the opportunity to explore the p sibility further.

Write to R/M and we will try to send you what spec information is available on the tour you propose. Simply out the coupon at left and return to Recreation Manageme

Let Lufthansa do it

Nobody knows more about Group Tours.



Name a place. Lufthansa will plan a tour to get you there.

Name a purpose. Lufthansa has a tour that fits it. Sports tours. Art tours. Garden tours. Business tours. If we don't have a tour that interests your group our experts can arrange one.

Lufthansa knows people all over the world. And if you'd like to meet electronic engineers in Germany, foresters in Scandinavia, industrialists in France, or skiers in Switzerland, we can arrange that too.

Your Travel Agent knows all about Lufthansa's Group Tours. Ask him for a sample itinerary (like one of our popular Budjet Tours—a basic itinerary you can tailor to suit your needs). Or have him get together with us and work out a special itinerary for you.

Or write Lufthansa directly. The coupon below is all you need.

One thing more. Lufthansa and your Travel Agent are very good at saving your money. That wouldn't make you unpopular as a Recreation Director, would it?

LUFTHANSA
GERMAN AIRLINES
Dept. RM-5, 410 Park Avenue, New York, N. Y. 10022

Please rush me a sample itinerary and details on Lufthansa's Tour Program and new low fares.

Name _____

Company _____

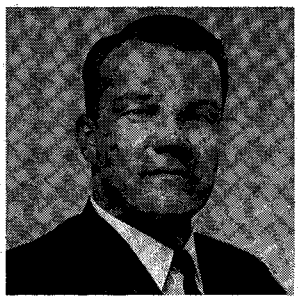
Address _____

City _____ State _____ Zip Code _____

My Travel Agent is _____

Our group is interested in _____

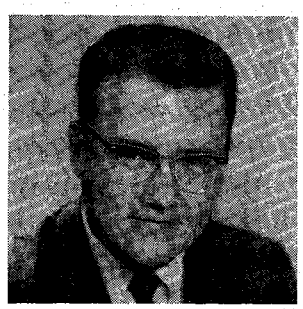
TRAVEL Council



FOLEY



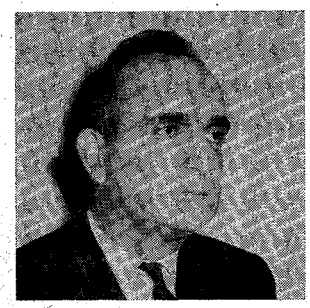
FARLEY



KAUPERT



PALMENTOLA



SELIAN



COOK

LUBAS



Since that day in 1957, when representatives of U.S. and foreign air carriers, hotel companies, re convention bureaus, cruise lines and the like gathere the Edgewater Beach Hotel in Chicago to meet w hastily named NIRA committee on travel, group trav terest among U.S. industries has doubled several over.

Today, a large percentage of the leading firms i field of group travel can be found on NIRA's membe rolls. To these firms, and especially to the members o exclusive NIRA Travel Council, the association and its bers owe a vote of thanks. Through eight years of s tacular industry growth, the Travel Council has serve the industrial recreation administrator's special counse group travel affairs, and their assistance has made NI employee travel program a reality.

Here, in capsule form, is a product and service pr of each of the current Travel Council members. Each recognized leader in his field.

Tour Operators

ALPHA INTERNATIONAL 212 JU 6-3
200 W. 57th St., New York, N. Y. SERVICE INFORMATI Alpha features tours to England, France, Holland, I Switzerland, as well as to South European and Sca navian countries.

AMERICAN EXPRESS CO. 212 WH 4-2
NIRA REPRESENTATIVE: Richard N. Foley, Mgr. Gr Travel Sales, 65 Broadway, New York, N. Y. SERV INFORMATION: American Express provides complete tr services in addition to group tours. They include trave cheques, money orders, credit cards, foreign remittan and overseas banking.

ASK MR. FOSTER 212 MU 3-2
NIRA REPRESENTATIVE: Kenneth J. Farley, One Park A New York, N. Y. 10016. SERVICE INFORMATION: Ask Foster provides travel and tour services and arrangeme for individuals and groups to any part of the world, a has 40 branch offices located in principal cities. The co pany provides groups on tour with services of represen tives entrusted with local arrangements in each city.

HAPPINESS INCORPORATED 312 ST 2-49
NIRA REPRESENTATIVE: Don Kaupert, Happiness Inc. division of the E. F. MacDonald Travel Co.), 36 S. Waba Ave., Chicago, Ill. SERVICE INFORMATION: World-wi travel company specializing in employee group trav Offices in Chicago, New York, San Francisco, Mexico Ci Honolulu, and Paris. Serves Europe, Mexico, South Americ the Middle East. Domestic travel to Hawaii, New Yo Washington, Florida, Colonial New England, Colonial V ginia, California, Eastern and Western Canada and N tional Parks.

INTERNATIONAL 212 PL 9-1840
REPRESENTATIVE: Enzo Palmentola, Pres., 155 East St., New York, N. Y. 10021. SERVICE INFORMATION: ors and managers of group tours and charters for all of organizations. Service includes employee group and incentive travel to domestic, European, Near nd Far East points of interest.

RSEAS TRAVEL CO. 212 MU 2-7110
REPRESENTATIVE: Krikor B. Selian, V. P. Sales, 2 W. St., New York, N. Y. 10036. SERVICE INFORMATION: travel specialists with major offices in New York, go, San Francisco, Atlanta, and Honolulu, and fea- domestic tours through the U.S., and foreign tours rope, the Middle East, and the Orient.

MAR TOURS, INC. 213 655-6090
REPRESENTATIVE: Walter J. Peters, 806 S. Robertson , Los Angeles, Calif. 90035. SERVICE INFORMATION: ialists in the field of organizational group travel, pre- ng travel programs covering the four corners of the .

VELPOWER, INC. 414 BR 6-3525
REPRESENTATIVE: Robert A. Cook, 154 W. Wisconsin , Milwaukee, Wis. SERVICE INFORMATION: Thorough ning and operation of economy group tours for industry associations operating through 300 Manpower, Inc., es. Tours to Hawaii, Mexico, Europe, Caribbean, Cali- ia, Las Vegas, Florida, New York.

TOURS, INC. 212 OX 7-9757
REPRESENTATIVE: C. Joseph Lubas, Unitours, Inc., 60 2nd Street, New York, New York. SERVICE INFORMA- N: Group tours to Europe, Hawaii, Mexico, the Middle Far East, and Around the World. Offices in New York, shington, Dallas, Los Angeles, San Francisco, Honolulu, onto, Paris, London and Tokyo.

arriers

FRANCE
vatore Puccio, Director Group Sales, 683 Fifth Ave., New k, N.Y. 10019. SERVICE INFORMATION: Major interna- al air carrier featuring employee group tours to Paris/- e/Europe. Booklet "The Group Travel Story" available n request.

INDIA 212 PL 1-4146
RA REPRESENTATIVE: William F. Burke, Sls. Mgr., 410 k Ave., New York, N. Y. 10022. SERVICE INFORMA- N: Daily service, with sari-clad hostesses and Indian d continental cuisine, New York to London with frequent nnections to Paris, Frankfurt, Geneva, Prague, Moscow, me, Cairo, New Delhi, Bombay, Calcutta, Madras, Bang- k, Hong Kong, Tokyo, Sydney and Fiji.

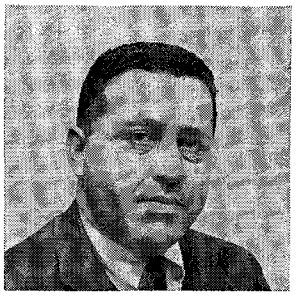
ENCH LINE 312 DE 2-5157
RA REPRESENTATIVE: Ralph Hartl, 333 N. Michigan Ave., icago, Ill. 60601. SERVICE INFORMATION: Steamship ssenger transportation as well as freight services. Cruises the West Indies and Mediterranean. North Atlantic vice between New York and Southampton, Eng., and Harve, France; South Atlantic service from Europe to/ m West Indies. Also Corsican and North African service.

SH INTERNATIONAL AIRLINES 212 PL 7-9200
RA REPRESENTATIVE: Marion Brennan, Irish International

(continued next page)



HARTL



NOBILETTI



GREEN



GILLETT



BURKE



BRENNAN



MIDGLEY



WOLFE

SANDSTROM



Airlines, 572 Fifth Avenue, New York, New York. SERVICE INFORMATION: Operates Boeing "Shamrock" jets into 32 cities in 13 European countries from New York and Boston. Cities include Shannon, Dublin, Belfast, Cork, Glasgow, Liverpool, Cardiff, Bristol, Edinburgh, Copenhagen, London, Brussels, Amsterdam, Frankfurt, Paris, Rennes, Zurich, Rome, Lourdes, Barcelona, Malaga, Dusseldorf, and Cherbourg.

KLM ROYAL DUTCH AIRLINES 212 PL 9-2400
NIRA REPRESENTATIVE: L. M. Nobiletti, KLM Royal Dutch Airlines, 609 Fifth Avenue, New York, New York. Ph: PL 9-2400. SERVICE INFORMATION: International airline serving more than 100 cities in 68 countries on all six continents.

SWISSAIR TRANSPORT CO., LTD. 212 995-3800
NIRA REPRESENTATIVE: Helga M. Meyer, Swissair Transport Co., Ltd., 3 East 54th Street, New York, New York. Ph: 995-3800 ext. 534. SERVICE INFORMATION: Privately-owned international carrier serving North America through New York, Chicago, and Montreal; Europe through 28 major cities; the Middle East through nine; the Far East, seven; Africa, six and South America, four.

TRANS WORLD AIRLINES 212 557-3030
NIRA REPRESENTATIVE: D. E. Midgley, 605 Third Ave., New York, N. Y. 10016. SERVICE INFORMATION: International carrier serving the United States, Europe, the Middle and Far East.

Hotels and Allied Groups

EDGEWATER GULF HOTEL
NIRA REPRESENTATIVE: Reginald G. Nefzger, Gen. Mgr., Edgewater Park, Biloxi, Miss. 39531. SERVICE INFO TION: Resort hotel serving industrial groups.

HILTON HOTELS CORP. 312 RA 6
NIRA REPRESENTATIVE: Patrick Green, Dir. of Trav East Monroe St., Chicago, Illinois 60690. SERVICE I MATION: Complete and comprehensive service is ava for programming individual or group tours for inc movements or individual tourists within your organiz Hilton Holidays U.S.A. can be arranged in all cities to-coast.

HOTEL CORP. OF AMERICA 212 PL 2
NIRA REPRESENTATIVE: Alfred F. Wolfe, c/o The New York, N. Y. SERVICE INFORMATION: Group an services for offshore properties of Hotel Corp. of Am specializing in "discount industrial recreation" tours t Juan, for individuals and groups. Also Bermuda, Na Bahamas, and London, Eng.

N.Y. CONVENTION & VISITORS BUR. 212 MU 7-
NIRA REPRESENTATIVE: Charles Gillett, V.P., New Convention & Visitors Bureau, 90 East 42nd Street, York, New York. SERVICE INFORMATION: Non-prof ganization operating as the official information cente distributes Visitor's Guide to New York.

SHERATON CORP. OF AMERICA 212 CI 7-
NIRA REPRESENTATIVE: Stephen Sandstrom, 870 7th New York, N. Y. 10019. SERVICE INFORMATION: ope chain of 85 hotels in the U.S. and abroad and will in setting up group rates and itinerary for any She Hotels.

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Dorado Hilton Hotel & Country Club, Dorado, Puerto Rico. 256-acre beachfront estate with 18-hole golf course, swimming pool and tennis courts.

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Trinidad Hilton, Port-of-Spain. The upside-down hotel, overlooking Port-of-Spain and the sea. Two swimming pools. Tennis available.

Acapulco Hilton, Mexico. Right on the beach, with acres of tropical gardens. Huge swimming pool w land-restaurant.

Continental Hilton, Mexico Ci the fashionable Paseo de la Re within easy reach of all the exci of this fascinating city.

Guadalajara Hilton, Mexico. A of modern comfort in a beautiful ish colonial city. Swimming Bowling. Golf and tennis availa

Hilton Hawaiian Village, Hon (Operated by Hilton Hotels World's beachiest hotel, with kind of water sport. 5 swimming Surfing. Catamaran cruises.

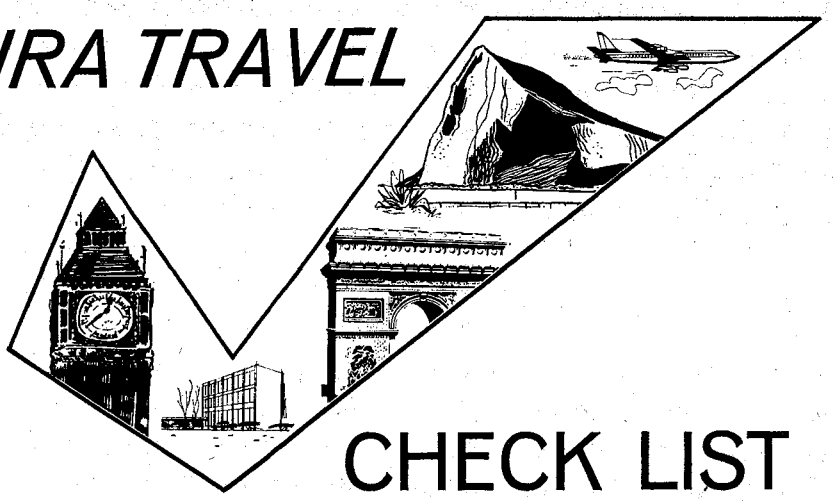
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• • • •

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IRA TRAVEL



CHECK LIST

he following is a Check List de-ped and designed specifically for strial recreation administrators to in evaluating travel bids and tour posals. It was prepared by members he NIRA Travel Council, which is prised of major airlines, cruise lines, operators, and allied organizations. The Transportation and Tour Ar-gements sections of the Check List outlined in question form. Employee up travel administrators (i.e., indus-l recreation directors and their travel mittees) should get specific answers m tour operators and carriers on each these points prior to signing any em-yee tour contracts.

The Air Transportation section of the eck List covers air travel only. Many the basic questions apply to other ms of transportation, nevertheless.

Use the Check List well. It is de-ned to help you ensure maximum isfaction with your employee group rs by solving potential problems *be-re* they arise.

ir Transportation

Air transportation falls into two cate-ries; common carriage and charter. The llowing check list applies to both cate-ries, as well as to domestic and interna-nal air travel.

The main points, treated individually, e as follows:

✔ EQUIPMENT

a) What Airline—U. S. or foreign ag carrier?

b) Type and make of plane

Piston	Four-engine
Jet	Pressurized
Two-engine	Non-pressurized

c) Charter or regular scheduled ight?

d) Any other desirable features that the individual carrier may offer.

✔ CONFIGURATION

a) Number of seats

b) Class of seating arrangements

c) Aisle distribution (two-abreast, three-abreast, staggered)

d) Spacing (i.e., number of inches of leg room and pitch)

e) Number of wash rooms

f) Number of cabin attendants

✔ MEAL SERVICE

a) Is there a Galley?

b) Will the food service be hot, cold, or box lunch?

c) What is the availability of kosher, vegetarian, dietetic, or other special type requirements?

d) What is the total number of meals that will be served per passenger?

✔ BAR SERVICE

a) Is liquor included in the price?

b) If so, type of liquor (i.e., high-balls, mixed drinks, or wines)?

✔ BAGGAGE ALLOWANCE

a) What is the maximum lift for the aircraft?

b) What is the per person baggage allowance?

This information must be ascertained from each carrier, as the type of plane and number of passengers would be a determining factor in regard to the per person allowance and number of pieces to be carried.

✔ INTERMEDIATE STOPS AND INVOLUNTARY DELAYS EN ROUTE

a) Intermediate stops, to allow for possible refueling requirements, are usually specified in the contract.

b) With regard to the possibility of lay-overs en route due to weather or mechanical difficulties, most major carriers assume such expenses on behalf of the passengers once the group has checked in for departure. The recreation director must clarify this point in negotiations.

✔ PROPOSED DEPARTURE AND ARRIVAL TIMES

Most major carriers can specify a departure and arrival time which is usually dependable. A comparison of proposed elapsed times for the flight will prove useful to the recreation director in a comparison of the equipment offered.

✔ TARIFFS

All fares, either for common carriage or charter are subject to government regulation.

Charter rates are computed on a mileage basis from origin to destination, times the applicable cost per mile, as filed by the respective carrier both for live mileage and any ferry mileage involved.

a) *Live Mileage* constitutes origin to destination carriage of passengers.

b) *Ferry Mileage,* usually at a lower rate, would constitute the distance the carrier would have to travel empty, if any, from its normal operating points to accommodate the origin and/or destination of the charterer.

✔ CONTRACTURAL OBLIGATIONS

Individual contracts of the carriers vary; therefore, the recreation director should clarify the requirements with regard to deposits and cancellation penalties, and whether or not in the event of a lower tariff filing subsequent to the signing of the charter contract, a refund would be forthcoming.

Most major carriers would be governed by the rate in effect at the time the charter operates.

✔ INSURANCE

Most transatlantic carriers are limited as to liability in the amount of approximately $8,000.00 per passenger, under terms of the agreement of the Warsaw Convention.

For any coverage over this amount for passengers and baggage, premiums must be paid by the charterer concerned.

✔ DOCUMENTATION AND FEES

Individual personal documentation such as passports, vaccination certificates, and any visas or other inoculations required by the country or countries of destination, must be in possession of the passenger at time of departure.

Any passenger checking in for departure without all necessary documentation and public health requirements can be refused carriage by the airline without recourse; and in the case of a charter flight, without refund compensation.

Suggest recreation director explore this area of documentary and public health requirements carefully with carrier or travel agent to insure sufficient time for securing all necessary requirements well in advance of departure.

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TITLE

FIRM

ADDRESS

CITY STATE

NIRA TRAVEL CHECK LIST

(Continued from last page)

Certain airport taxes and personal head taxes are levied individually at some airports on arrival or departure. These assessments, usually very nominal, are the individual passenger's expense. Suggest the recreation director check into this so that his passengers can be advised to be prepared for same, if any exist with regard to his particular movement.

Customs and immigration fees, as they pertain to the carrier's operations and aircraft servicing charges are normally borne by all major carriers and are not separately assessed to the charterer.

✔ **ELIGIBILITY FOR CHARTER CARRIAGE**

a) *Entity,* wherein the firm pays the cost of the charter and the employees are carried at the company's expense, i.e., in the case of incentive trips, etc.

b) *Pro-rata,* where the cost of the charter is divided equally among the employees or members of a club or organization taking the charter flight.

In the case of entity charters, eligibility and proof of same is a negligible problem and easily established.

In the case of pro-rata charters, eligibility must meet certain governmental, IATA and CAB requirements which should be thoroughly investigated and clearly understood by the recreation manager.

✔ **SUMMATION:**

The following two lists indicate what should be, and what are not, included in the charter price by all reputable major carriers:

✔ **CHARTER COST SHOULD INCLUDE:**

—Equipment
—Food
—Liquor
—Specified baggage allowance
—Insurance (up to Warsaw limitation)
—Layover expenses (in connection with involuntary delays en route)
—Carrier assessments of landing
—Charges (including customs, immigration, and public health clearance)
—Servicing and aircraft handling charges

✔ **CHARTER COST DOES NOT INCLUDE**

—Transfers of passengers and baggage (except in connection w voluntary lay-overs).
—Cost of personal documentati quirements.
—Cost of Airport head taxes o ist taxes.

Tour Arrangeme

Careful selection of the tour op cannot be overemphasized. Well pl itineraries, good hotels, prompt tran and service with a smile are only a f the requirements of a good operat

Getting the answers to the ques on this check list will help you j whether an operator is capable of forming to your expectations.

The main points in which you a terested are:

✔ **QUALIFICATIONS AND EXPERIE OF TOUR OPERATOR**

a) Appointments
—By airlines and steamship
—Air Traffic Conference
—International Air Transpor Assn.
—Steampship Conferences
b) Number of years in business
c) Number of employees on com payroll.
d) Number of tours operated year. (Preferably for NIRA memb State references or trip folders.)

✔ **ITINERARY**

a) Number of days
b) Dates
c) Countries, cities, side trips

✔ **TRANSFERS (Airport to Hotels)**

a) Bus
b) Private
c) Escort

✔ **HOTELS (If Europe, get government rating)**

a) Luxury
b) First Class (with bath)
c) Second Class (no bath)

✔ **TYPE OF ACCOMMODATIONS**

a) Twin bed
b) Double room
c) With or without private bath

✔ **MEALS**

a) How many per day?
b) Set meals or run of menu
c) How paid?
d) No meals

✔ **SIGHTSEEING (Cost)**

a) Bus
b) Car
c) Boat
d) Taxi

✔ **SPECIAL FEATURES**

a) Night clubs
b) Theatre

Musical events
Sporting events
Expositions, etc.
Welcoming or farewell parties or
s (Specify only if complimentary
or champagnes are included)

ECIAL PROBLEMS

Airport taxes (Usually are not in-
l.)
Baggage limits (liquids). See car-
heck list.
Tips (Who pays?) Settle specifi-
what is expected for waiters, maids,
rs, bell boys, guides, tour coordi-
s.
Insurance (What kind and how
?)
Visas (Whether or not fees in-
d)
Laundry and telephone calls
cify if not included)
) Will they send a representative to
ng meeting to answer travelers' spe-
questions on money, clothing, cus-
, etc.?

INANCIAL ARRANGEMENTS

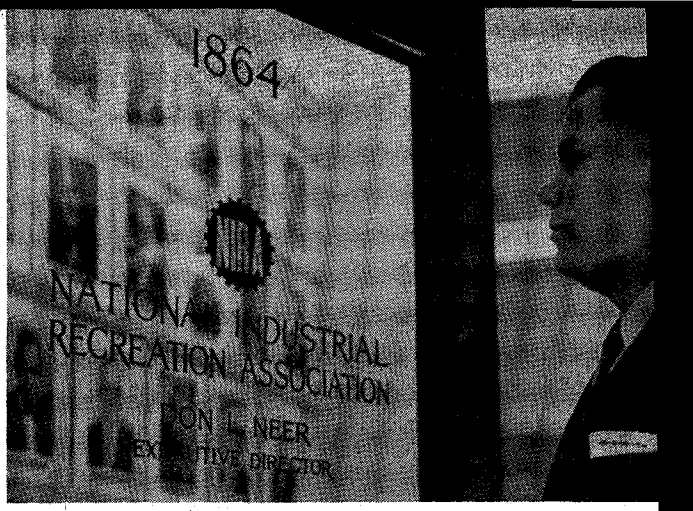
) Deposit required (Amount and
)
) Final payment (Amount and
)
) Cancellation clause in contract

DIRECTORY OF TRAVEL ADDS IN THIS ISSUE

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Know Your NIRA



Don Neer, NIRA's executive director since 1956, admires art and letter entrance to the association's new suite of offices in the Kemper Insurance ing, in Chicago's Loop. Seen behind door in anteroom, are photographs NIRA past presidents, proudly displayed for visitors to see.

It all began in 1941, according to the ancient NIRA chronicles, when a few farsighted men in industry banded together to form an organization to assist in the development of recreation services for U. S. business and industrial employees—services which the employees could not provide for themselves.

That the organization was founded at all is a credit to the vision of those men, for in 1941 "industrial recreation" for most firms still meant an annual picnic and perhaps a Christmas party. Anyway, it was begun, and they named the new organization "IRA," adding the "N" a couple of years later.

The association began operations, first at Purdue University under the direction of Dr. Floyd Eastwood, and later at permanent offices in Chicago, with John Fulton as executive secretary. Painfully at first, the association grew in memberships and services and gradually began to assume the role which its founders had envisioned for it.

World War II helped the industrial recreation movement immensely, as firms the nation over took to the ball diamonds and the choral clubs to buck up war-torn spirits. Golf and bowling added impetus to the movement in the late 1940's and throughout the 1950's. Gradually, the idea of offering a complete program of recreation services for employees who desired them began to be an accepted management approach to employee services.

Today, in the Age of Automation, *alias* "The Great Society," the industrial recreation movement assumes a new priority as business and industrial employees are faced with one of the most ironic problems of the new age—*too much* time spent off the job. (Dec. '64, p. 16).

NIRA's aim since the beginning has been to increase the number of recreation programs in industry and to help improve the quality of existing ones, by serving as a forum for the exchange of ideas among member firms.

This function—the exchange of ideas—has been the key to NIRA's growth, and is in fact the best possible reason for joining any professional group. NIRA's programs and services are geared to this exchange, and NIRA's headquarters in Chicago serves as the "clearing house" for information on industrial recreation.

The association's monthly publication, the national and regional meetings, the manuals and periodic bulletins are all designed by give "new life" to the existing programs of member firms by providing them with a wealth of information and material not available except through a nat professional headquarters.

During the period of NIRA's existence, top ma ment has increased its awareness of the benefits of ployee recreation to the firm. Henry Ford II says of emp recreation that even though tangible results are some difficult to assess in terms of profits and productivity, h lieves them to be substantial indeed. Many other U. S. ness leaders* have given their unqualified sanction to employee recreation movement.

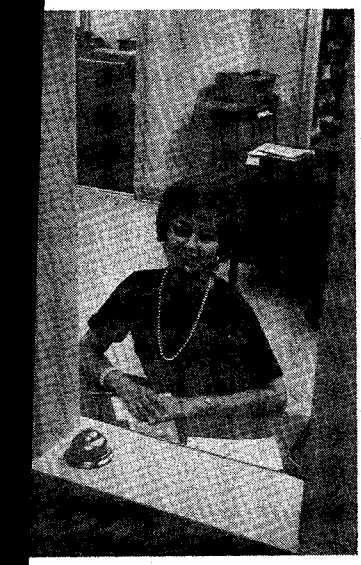
In a story published in April, 1964, BUSINESS W magazine said that the rewards of employee recreation real enough, if hard to measure precisely, and cites empl health, the breaking down of employee-management barr employee morale, and reduction of turnover as key rea why recreation is becoming an established tool of man ment.

Under the leadership of men like Frank Davis, of L heed-California Co., NIRA's current president, and I Neer, NIRA's executive director, the association has neered new services for its members. The national tou ment program, for example, through which indivi member firms can add national amateur competitive ev to their existing tournament and contest programs.

NIRA also pioneered the idea of a professional society industrial recreation personnel in its Certified Indust Recreation Administrators program. The full slate of NI services is available to members as outlined on page 32. T membership fee in NIRA is small compared to the ultim value of services to member firms.

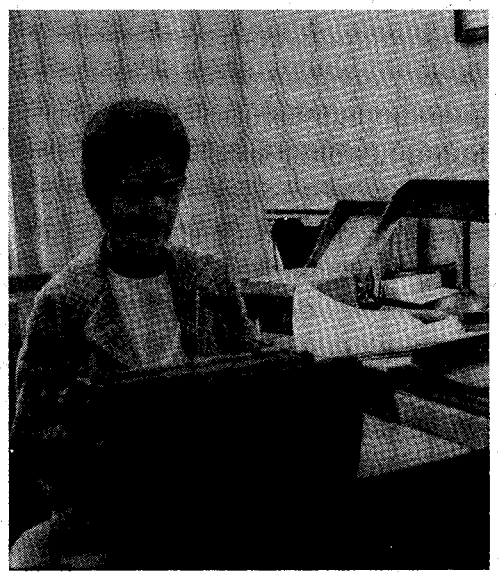
The growth of industrial recreation is pegged to the crease in the amount of leisure which is even now c fronting the American industrial and business employ NIRA's aim is to help ensure that he and his family ha the opportunity to use that leisure fruitfully.

*Included among those who have spoken out in favor of compa sponsored recreation programs are: Leslie B. Worthington, Preside U. S. Steel Corp.; Daniel J. Haughton, President, Lockheed A craft Corp.; Robert S. Oelman, Chairman of the Board, Natio Cash Register Co.; Robert W. Galvin, Chairman of the Boa Motorola Inc.; Bert S. Cross, President, Minnesota Mining & M Co.; Russell DeYoung, Chairman of the Board, The Goodyear T & Rubber Co.; J. D. Wright, Chairman of the Board, Thomps Ramo Wooldridge, Inc.; James F. Oates, Jr., Chairman of the Boa Equitable Life Assurance Society of the U. S., and J. P. Lev Chairman of the Board, Owens-Illinois Glass Co.



s to NIRA headquarters are greeted yce Olson, above, who has been a er of NIRA's staff since summer, 1964. came to NIRA from Equitable Life nce Society of the United States.

Dorothy Morrison, below, works on current association statements. Besides coordinating the official roster of members, she doubles as circulation manager for R/M, bills for advertising, and keeps a keen eye out for "typos"—the *bete noire* of editors.





Judy Smagatz, above, takes shorthand from Don Neer. Judy has been with NIRA for four years and handles the production of such key association services as membership and tournament packets, special bulletins and mailings, and so forth. Below she checks supply of membership services in association's well-stocked storeroom.

A Office and Staff

IRA took a significant step forward last July, when it nged its national headquarters from its long-time home North Wabash, in Chicago, to new offices in the Kemper rance Bldg. on the west side of the Loop. The headquar- office serves as the focal point and clearing house for ssociation services and activities, and houses all official ociation files and records dating to 1941. A library of ustrial recreation materials, and a stock room chock full current membership service are also maintained here. leading up NIRA's staff is Don Neer, whose career has ays centered on sports and recreation promotion and has been with NIRA since 1956. He served a six-year h as special services officer with the Navy during World r II, was city recreation director for St. Cloud, Minn., and nesville, O., and sports and recreation director for the ional office of the U.S. Jaycees. Don is a graduate of the versity of Minnesota, holding an M.A. in education from t school.

The association's other staffers, in the order of their iority with NIRA, are Dorothy Morrison, who has been h the association nine years, keeps NIRA's financial ledg- , coordinates membership records, and doubles as cir- ation manager for R/M. Judy Smagatz is Don Neer's cretary and also coordinates membership services and rnament records for NIRA. Formerly with the national of- e of the Girl Scouts, Judy joined NIRA in 1961.

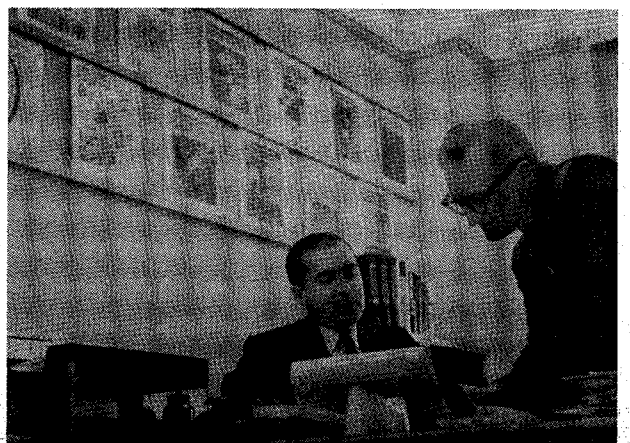
Jim Berry is editor of R/M, doubles as production man- er of other NIRA publications. Joyce Olson, NIRA's newest ff member, joined NIRA in 1964. Joyce formerly worked the Chicago office of the Equitable Life Insurance Society. Leo Rotelli has served as NIRA's art director since the late 50's. All of the art which embelishes R/M, as well as untless association brochures and publications are the oduct of his drawing board. Art Hutchison has been R/M's lvertising manager since 1963. In season, and when time ows, he avidly pursues his second calling, sailing.

Art Hutchison, R/M's new advertising manager, is also Commodore of the Great Lakes Cruising Club. During the sailing season he describes himself as "co-skipper and assistant cook" of Tanya II, a 55-ft. yawl that sails Lake Michigan waters.

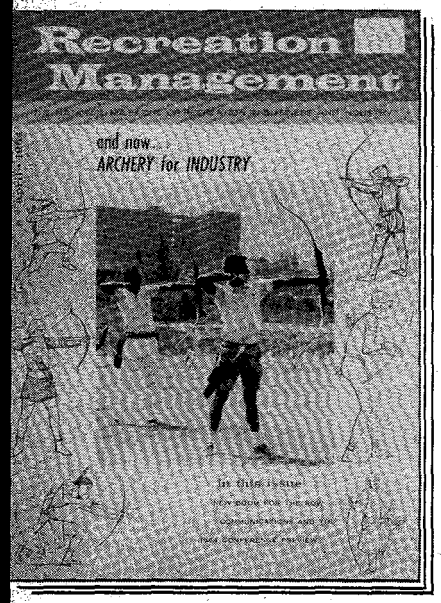




Below, left, R/M Editor Jim Berry discusses current cover with Leo Rotelli, the association's long-time art director. Rotelli doubles as special consultant on hunting, camping, and the outdoors in general. Berry has been with NIRA since 1962.



SERVICES for MEMBERS of NIRA



RECREATION MANAGEMENT

Published ten times yearly, R/M is the only national magazine exclusively devote age of the employee activities field. Each issue has a specific theme, such as "Grou "Spring Sports," "Employee Hobby Clubs," "Winter Sports," or "Bowling." timely subjects are included, and the *NIRA Newsletter, Idea Clinic, Tourname* and *Let's Talk Travel* sections appear as regular features. Profiles of individual programs, an annual *Buyers Guide, Membership Directory, Conference Proceedi* ment ads, and other features make it the industrial recreation administrator's ha

CONFERENCES

Annually, NIRA conducts local, regional, and national meetings for its members. At the National Conference, manufacturers of employee recreation products and services set up exhibits to show industrial activities administrators how to improve their programs. Perhaps more significant are the specialized seminars, workshops, round tables and the like, where the attendants get the opportunity to thrash out individual employee recreation problems, as well as get new insights into the organization, administration, and day-to-day operation of the recreation program.

NATION NIR CONFERE AND EXH



NATIONAL TOURNAMENTS

Each year NIRA members are invited to participate in one or all of the associatio national tournaments. NIRA currently hosts and/or co-sponsors nationwide industr pionships in Bowling, Rifle, Pistol, Fishing, Bridge, Archery, Golf, and Deer Troph Most of the tournaments are run on a "postal" basis (i.e., through the mail). The can help stimulate interest in company programs through prize and trophy incentive by NIRA. An employee of your firm could be a national champion.

PUBLICATIONS

NIRA publications are constantly being produced and updated. These works describe the step-by-step procedures for developing specialized activities within the employee activities program. These publications include *Standard Sports Areas,* a NIRA-copyrighted book which contains the playing-area specifications for 70 major indoor and outdoor sports and their variations; *Let's Play Cards; Golf for Industry; How to Set Up Tournaments,* and others, included as a membership service.



CERTIFIED INDUSTRIAL RECREATION CIRA ADMINISTRATOR

PROFESSIONAL SOCIETY

The Certified Industrial Recreation Administrator program gives recognition to the industrial recreation director as a professional. "CIRA" is a designation which singles out the achievements of individuals who run their company's employee activities and marks them as well qualified to administer the recreation program. Similar to certification in other professional organizations, the CIRA program is administered by the National Industrial Recreation Association and is open to *any* qualified man or woman.

HELMS AWARD PROGRAM

HELMS

The Helms Industrial Recreation Award is given yearly by NIRA to the five member firms whose contributions to the field of industrial recreation have been most significant during the year. A panel of specialists in the field of recreation serve as judges of the nominated firms. The award is the highest honor which a company can win through excellence in the field of industrial recreation.

PRESIDENT'S BULLETIN

Periodically, NIRA sends members special reports on association programs and projects. Called *The President's Bulletin* these mailings also include program aids, rule books, film guides, reprints of articles about NIRA from non-association publications, and other miscellaneous materials which are of value to the recreation administrator.

OTHER SERVICES

NIRA provides, in addition to the spec ices already named, the special couns staff and advisory committee; a comple ence library of useful materials, rese ports, and club constitutions; a co placement service; its own research a National Industrial Recreation Resea Educational Foundation, and the NIR Council to assist with employee grou programs. Perhaps most significantly provides what *only* an association can— for the free exchange of ideas among t bers of one's profession.

NIRA Newsletter

23, NO. 1 ©1965 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION JANUARY-FEBRUARY 1965

egion VII Meets This Month in Arizona
Governor Proclaims "Recreation Month"

legates to the big NIRA Region Conference in Scottsdale, Ariz., month will be treated to what be the warmest welcome ever ac- d the attendants of *any* NIRA re- l meeting in the association's 24- history

e natural warmth of Scottsdale's y skies were greatly augumented month, when Arizona Governor el Goddard proclaimed February ional Industrial Recreation Month rizona" in honor of the NIRA ing. The date of the meeting is uary 19-21, 1965. The place is the utive House, in Scottsdale.

making the proclamation—the governor's first in office incidentally r. Goddard noted that progressive forward-looking firms, of which e are many in the West, should be mended for encouraging organized loyee recreation activities—a trend opes to see continued.

Governor Goddard praised NIRA for its work in encouraging the growth of employee recreation. In issuing the announcement, the governor joined the mayor of Scottsdale, C. W. Clayton, who had previously indicated that the week of February 14-21 would be designated "National Industrial Recreation Week in Scottsdale." In short, Scottsdale and Arizona have prepared a mightly warm welcome for the NIRA delegates indeed.

According to Ken Leonard, Salt River Project, program chairman for the event, and Charles Placek, Motorola, exhibits chairman, the Region VII meeting is being held in Arizona for the first time in its 15-year history; and delegates are expected from Arizona, California, Idaho, Nevada, New Mexico, Utah, Washington and other Western states. At last report, a number of Midwest firms were planning to send delegates to Scottsdale.

Leonard was predicting this week that registrations would top the 200 mark, a creditable record for any NIRA regional meeting.

The conference lists an impressive list of headline speakers, including:

—Frank Davis, Lockheed-California Co., NIRA's current President

—Don L. Neer, NIRA's Executive Director

—B. E. Bauder, Director of Industrial Relations, American Airlines

—Colonel Blair, Deputy Director of Personnel Services, USAF, Randolph Field, Texas

—J. W. Rosenthal, Civil Aeronautics Board, Washington, D. C.

—James E. Whitacre, Land Department, Pacific Gas & Electric Co., San Francisco

—Henry Shipley, Associate General Manager, Salt River Project

The Conference officially opens at 7 p.m. on Friday, February 19, at a cocktail party in honor of NIRA President Frank Davis, under whose leadership the association is chalking up one of its best all-round years.

Seminar topics scheduled to get major coverage at the Conference include "Utilizing Voluntary Assistance," "Fitness—A Challenge to Americans," "Organization and Function of the Industrial Recreation Council," and "New Ideas in Publicity and Communications."

A modest registration fee of $22 includes the exceptional value of four meals and all basic Region VII Conference functions. A wive's program is included in the schedule, featuring a tour of 5th Avenue (Scottsdale) shops, lunch at the Lulu Belle, a tour of Madam Toussard's Wax Museum, and a fashion show at the Executive House, home base for the meeting.

Leonard (left), chairman of NIRA's Region VII Conference, which takes place this month in tsdale, Ariz., looks over conference program. Assisting in promoting the conference are C. W. ton, Mayor of Scottsdale, and Lisa Karson, Miss Rodeo Arizona. Arizona's Governor Goddard ed a proclamation designating February "National Industrial Recreation Month in Arizona."



The m st helpful film ever produced f r Amateur Sports Leaders . . .

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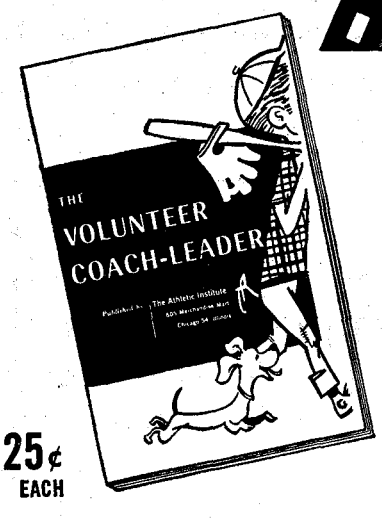


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ORTS ILLUSTRATED Does RA Round-Up Story

ase you haven't already seen it, ay want to run right out to the ny reading rooms or the local and pick up the January 25, issue of SPORTS ILLUS-ED. There, on page 55 through u'll find perhaps the most com-nsive and significant story ever hed in a major national magazine NIRA and the industrial recrea-ovement.

itten by Bil Gilbert, a free agent contract to S-I and other national ations including POST, the story somewhat whimsical trip through orld of employee activities. "Sis--Bah for Amalgamated Sponge" is title, and Gilbert sketches the tion-in-industry movement from or so, through the varsity sports hat spun off A. E. Staley's Chicago and Acme Packing Co.'s Green Packers, to the present.

lbert documented his story with a to the home office of Lockheed-fornia to view NIRA President Frank Davis' program in the first person. Besides Lockheed, other NIRA member firms mentioned prominently in the story include Tennessee Eastman, IBM, General Dynamics, Flick-Reedy, Gates Rubber, Allen-Bradley, Nationwide Insurance, Sun Oil, Northrup Corp., and other firms.

With the publication of this feature, NIRA completes its best 12-month period of national publicity, which included features in BUSINESS WEEK, THE WALL STREET JOURNAL, THE JOURNAL OF AMERICAN INSURANCE, MUSICAL AMERICA and other eminent journals.

What distinguishes the SPORTS ILLUSTRATED story from the others is its completeness. Gilbert touches all bases and gives some profound insights into the current thinking of management regarding the industrial recreation movement.

Participants will naturally get a lot more value out of a game than the spectators will, concludes Gilbert. Thus participation—not crowd appeal or athletic excellence—has become the end-all of the industrial recreation programs of America.



Montreal now has an industrial recreation council similar to the ones which exist in Milwaukee, Dayton, Chicago, and many other U.S. cities. Shown presiding at the opening session is the newly elected president Gerry LaGrave, Canadair Ltd. (L to R) Dennis Carroll, Canadian Life Ins. Co., and Jim McCarthy, Labatt Brewery Ltd. LaGrave is an NIRA director.

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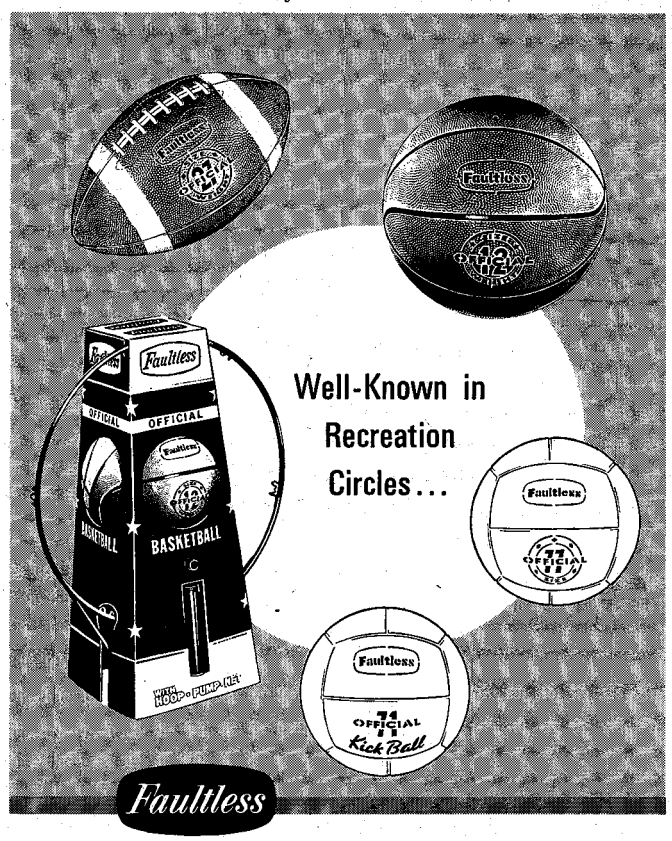
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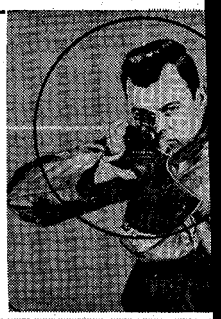
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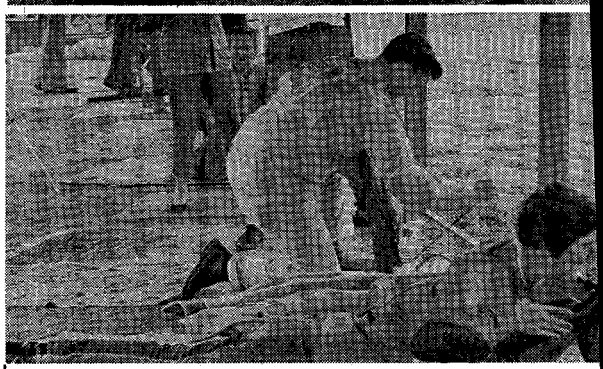
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nference in Milwaukee e of Unique Values

n well over two-thirds of avail- both space under contract at this nd all phases of the general pro- shaping up nicely, NIRA's Mil- e Conference Committee was ing this month that the annual g in their town would break all us attendance records.

irman Carl Klandrud, Allis- ers Mfg. Co., Milwaukee, said he conference contains some ex- nal bargains for visiting mem- f NIRA. He said the $40 registra- ee includes three receptions, three ons, two dinners, two local tours, l as *all* basic features of the Mil- e Conference Program.

e 24th Annual National Con- e and Exhibit of NIRA will be at the Hotel Schroeder—one of aukee's oldest and finest—May , 1965. Exhibitors, NIRA staff oard of directors, will begin ar- on May 13. Booths will be set up he staff will begin finalizing the s essential to a good conference.

or to the conference, on Friday, 14, there will be a meeting of the A Board of Directors, the CIRA mittee, the Helms Award Judging mittee, and the National Indus- Recreation Research & Educational dation.

he conference-proper begins on rday evening, with most of the at- ants arriving throughout the day. registration desk will be open, ill the exhibit hall for those who to avoid the jam later. A "problem c" for early arrivals interested in ussing the intricacies of starting, fi- cing and insuring employee recrea- programs will be held.

unday, May 16, will feature a reation program round table" in concurrent programs according to five company-size categories into ch NIRA members are divided. Sun- will also feature the regional cheons at which the election of re- nal officers will take place in eight arate sessions. Later there'll be the general session of the conference— which the attendants will meet their directors from all NIRA regions hear a talk on executive and em- yee fitness.

Monday will feature sessions on buying banquets and entertainment; common sense cost cutting; recreation's role in retirement, and other topics. Later there'll be a session on employee travel incentives. On Monday evening buses will leave for tours of famous Milwaukee breweries.

Tuesday, May 18, will be a day of general sessions (topics to be announced in later issues of R/M). The popular NIRA Awards Luncheon and the NIRA Annual Meeting and Election of Officers for the coming year are also scheduled for Tuesday. Later that evening there'll be the annual industry banquet and reception at the Allen-Bradley plant in Milwaukee. The famous Allen-Bradley chorus and orchestra, one of the truly outstanding amateur employee music groups in the nation will perform at that time.

NIRA mentors were saying this month that delegates would be hard pressed to find a NIRA conference in recent memory where the values were generally as great as they will be in Milwaukee in May, 1965.

Credits for This Issue

R/M owes a special debt of gratitude to the NIRA Travel Council (Associate Members) and the NIRA Committee on Travel (Regular Company Members) for technical assistance in the preparation of this issue.

The members of the Travel Council are profiled elsewhere in this issue. NIRA's Committee on Travel is composed of C. James Moyer, Eastman Kodak Co.; R. Fred Canaday, General Motors Corp.; Hap Aitken, General Electric Co.; Mary Kennelley, American Telephone & Telegraph Co., Charles Haggerty, Ford Motor Co., Miles Carter, McLean Trucking Co., and Fred Wilson, Scovill Mfg. Co.

In addition, the following organizations rendered special assistance to the editors in the preparation of this issue: Happiness Inc., Trans World Airlines, Air France, and Civil Aeronautics Board.

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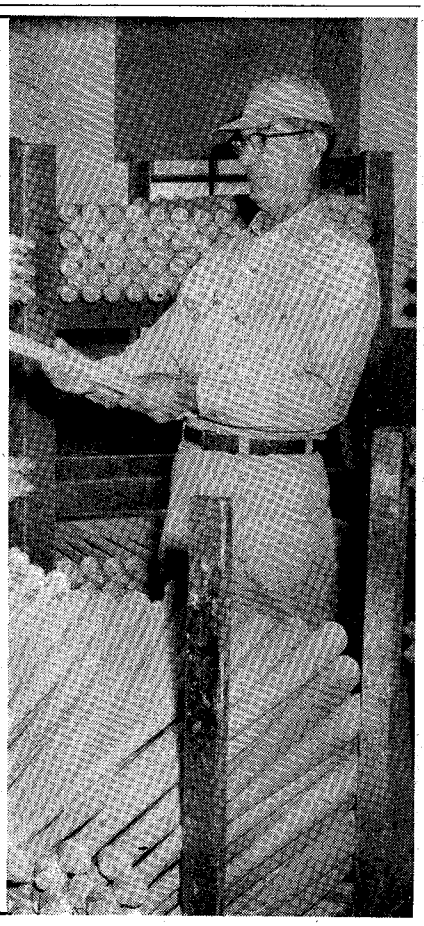
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TOURNAMENT TOPICS

NEWS ABOUT NIRA'S COMPETITIVE EVENTS FOR U.S. AND CANADIAN BUSINESS AND INDUSTRIAL EMPLOYEES

FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOURNAMENT

Bridge, Rifle-Pistol Events Begin; Deer Trophy Deadline Extended

NIRA's 1965 tournament competition began in January with eight national events slated for the new year. First up is the 3rd Annual NIRA Bridge Tournament, a "straight" duplicate event this year. Participation figures in the event are not available at this time, but pre-tournament registrations indicate that participation will hit the predicted several thousand players.

Meanwhile, flyers have been mailed to all NIRA member firms relative to the 1965 Rifle and Pistol Matches sponsored in conjunction with the National Rifle Association. Though the deadline for firing the targets and returning them to the National Rifle Association in Washington for judging is April 30, current indications are that 1965 participation will top last year's total. There's still time to enter this one.

In other key tournament action this month, NIRA announced that the deadline for its Deer Trophy Tournament has been extended to December 31, 1965.

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Details for all 1965 NIRA Tournaments have now been hammered out, and all of the co-sponsoring organizations of last year's events have indicated that they will "go again" in 1965.

Among them, The Archery Institute, National Rifle Association, American Fishing Tackle Manufacturers Association, Shakespeare Co., and the North Manitou Island Association all expressed satisfaction with 1964 tournament events.

In addition, Whitman Publishing Co. will co-sponsor the 1965 contract bridge tournament; Black Boar Ranch, Montour, Ia., will host a wild boar hunt for NIRA's top rifleman; Elk Horn Ranch, Cody, Wyo., will host an antelope hunt for the winner of NIRA's first deer trophy tourney; Champion Paper Co., Hamilton, O., will host the 20th Annual National Industrial Golf Meet, and finally, Faultless Rubber Co., will again serve as host to NIRA's Annual Bowling Tournament.

Information on these tournament events is set to be mailed with the NIRA 1965 Tournament Packet, which is now in the final stages of production. You can still enter every NIRA tournament event for 1965 except Bridge, whose deadline is passed.

Meanwhile here is a complete wrap-up of the most significent inf tion on all 1965 tournament eve

BRIDGE, January-March, 1965 Co-sponsored by Whitman Publi Co., this event will be a "straight" cate event this year, with local ma played at the discretion of the tournament directors anytime durin month of January, 1965. Region ners will fly to Chicago for the fina March. Entry fee is $1 per player. tional and regional awards in trophies and certificates for com and regional winners. The Nat North-South and East-West wi will be NIRA's guest on a 13-da pense paid trip to the Caribbean o Charles Goren Cruise.

DEER TROPHY, Oct. '64-Dec. '65 Deadline for NIRA's 1st Annual Trophy Tournament has been exte to December 31, 1965. Using of Boone & Crockett rating forms, hu rate their typical and non-typical w tail and muledeer and send their f to the National Rifle Association, w co-sponsors the event, for judging. rack wins antelope hunting trip Wyoming, in fall 1965.

RIFLE, January-April, 1965— This postol event is sponsored jointl NIRA and the National Rifle Asso tion. It's an event for individuals for four-man rifle teams, indoor or door. Participants fire .22 caliber on range, or air rifle on 25' range. E fee is $1 per shooter, with a final d line for submitting registered target NRA, April 30, 1965. National and gional awards include one trophy each 15 participants. The top 1965 gets an expense paid wild boar hunt trip to Black Boar Ranch, Mont Ia.

PISTOL, January-April, 1965— Co-sponsor is the National Rifle Asso

Mail to NIRA: 20 N. Wacker Dr., Chicago, Ill. 60606 312 AN 3-6696

To Enter NIRA's Tourneys

Dear Sir: Please reserve a spot for us in NIRA's 1965 tournaments:

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ike rifle, it's a postal event for uals and four-man teams, indoor door. Pistolmen fire .22 caliber range, or air rifle on 25' range. fee is $1 per shooter, with an 30 deadline for returning targets A for judging by the Navy De- nt. National and regional awards trophies for each 15 partici- with the top shooter competing in ational Pistol Matches at Camp O., as the guest of the National Association.

WLING, April 23-26, 1965—
aultless Rubber Co. and Charger both located in Ashland, O. will as sponsors of the 18th Annual nal Industrial Bowling Tourna- this coming April. This will be a event, with singles optional at $5 fee. The entry fee per team is and the team handicap is 70 per f the difference between the team ge and scratch. The deadline for s is April 4, 1965, and cash ls, merchandise and trophies will warded to one out of each eight ipants.

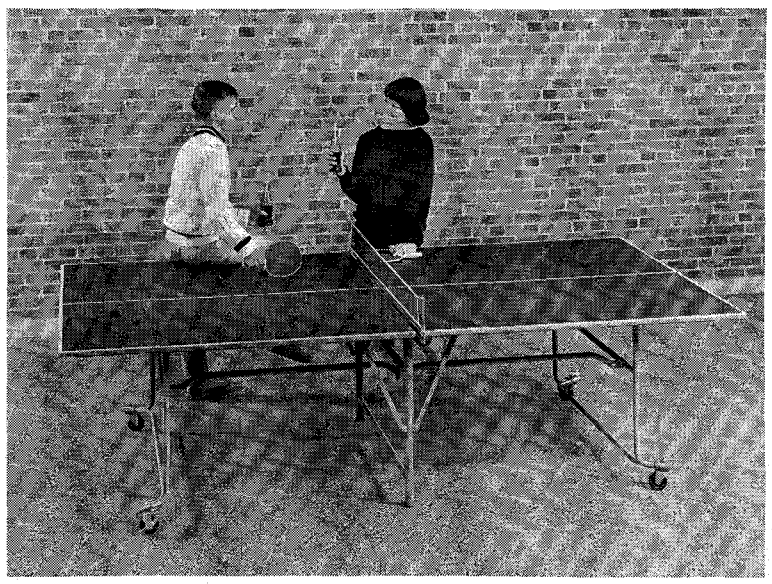
FISHING, May-July, 1965—
is a postal contest co-sponsored by American Fishing Tackle Manufac- s Association and NIRA, with ate events held during each of the hs of May, June, and July, 1965. e's no entry fee required and ds certificates are presented for hly, species, fresh, and salt water ions. Shakespeare Co. will present e to the NIRA fresh and salt water ps in each month of the tourna- , as well as to the national cham- and the recreation director with the test percentage of participation in company. Competition is in 35 ies of fresh and salt water fish. The 's best catch (compared with the ld's record catch in its species) wins expense paid fishing trip to North itou Island, Lake Michigan, some- in the fall of 1965.

GOLF, August 14-15, 1965—
mpion Papers, Inc., a long-time RA member firm from Hamilton, O., host the 20th Annual National ustrial Golf Tournament in that this August. The tourney is a four- team event, 36 holes. The entry for the tournament is $50 per team, uding all green fees. The deadline entries in the tournament is August 1965. Awards will be given in the rnament's two divisions—trophies merchandise. Champion will host a buffet dinner for the participants on the eve of the tourney.

ARCHERY, August, 1965—
Sponsored for the second year by The Archery Institute, with individual and team trophies as well as merchandise awards for entrants. The entry fee is $2 per archer and the deadline for entries is August 1, 1965. The tournament is a postal event which lasts five weeks, ending Sept. 4, 1965. NIRA's top bowman will be sent on an all expense paid trip to North Manitou Island, Lake Michigan to bowhunt for deer.

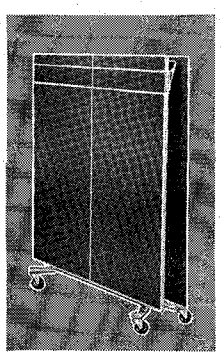
It looks like an even more exciting year for NIRA's tournaments than 1964. To reserve a place for your employee participants in NIRA's 1965 events, fill in the coupon on page 38 and NIRA will forward complete rules and applications to your attention prior to the event.

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Bob Utter Hunts That Utah Mountain Lion This Month



Mark Swain shows off mountain lion h
near Motoqua, Utah, in 1964. NIRA's
rifle champ will try to duplicate the f
month.

Robert A. Utter, the aero-space engineer from The Boeing Co., in Seattle, Wash., who won top honors in the NIRA-NRA Postal Rifle Matches during 1964 finally gets his chance this month to hunt that Utah mountain lion he's been hearing about.

Even as competition in the 1965 rifle and pistol events is getting underway, Utter is packing his bags for his mid-February trip to prime lion hunting country in the mountains of southwestern Utah.

Utter took over as National Rifle Champion from Denny Wu, an engineer in the carburetor division of Ford Motor Co., Detroit. Before that Ed Sommers, of Goodyear, Akron, was the national champ.

Officially, Utter is assigned to the Project Hibex System Engineering section at The Boeing Co.'s Aero-Space Division in Seattle. After hours, he's top man in the company rifle club.

Utter told R/M he's looking forward with relish to the lion hunt, even though it will entail some hiking and much horseback riding through the rugged country.

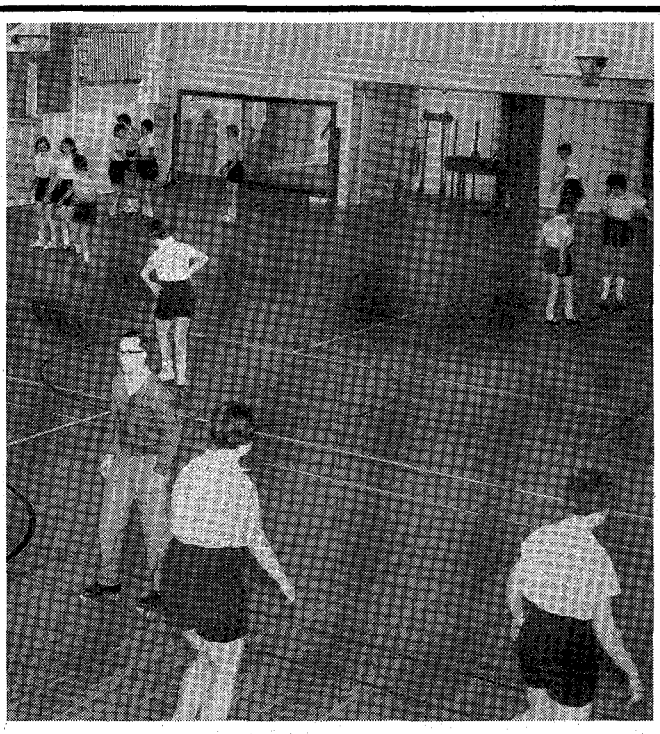
A native of Idaho, Utter claims to have done some varmint hunting there in his boyhood, as well as some unsuccessful deer hunting in Washington. He's also hunted for jack rabbits in Oregon and Utah, but he has never gone after game as cunning as a mountain lion.

According to Utter, his winning the NIRA-NRA event is proof positive that if a person of average ability fires enough shots, he is eventually going to turn in "a decent score." Utter's score, a not-so-modest 197 out of 200, topped all other entries in the event.

Both the national rifle tournament and the pistol event are co-sponsored with NIRA by the National Rifle Association, Washington, D. C. The Desert Inn Ranch, Motoqua, Utah, will be host to Utter while he is on the hunt. According to Mark Swa
prominent Utah sportsman wh
ranged the trip for the NIRA cha
the full lion-hunting facilities
ranch will be at Utter's disposal
the hunt is in progress.

Swain, who is the director of
for the Stardust Hotel, Las Vegas
that it's not unusual for a hun
track a lion for 40 miles on hors
in rugged hunting country
bagging it. He said the lions are
sidered varmints in the Southwest
hunting them serves the public in
as well as providing an excitin
venture sport for the hunter.

Until recently, sheep and cattl
terests in lion country even conv
the U. S. Government to pay a b
on the animals.



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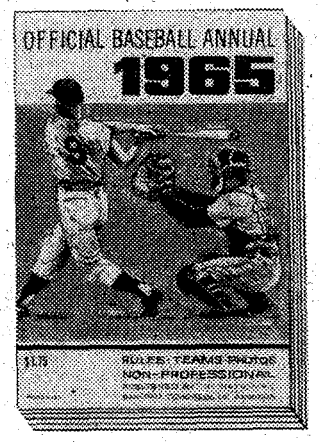
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..... Copies of 1965 Baseball Rule Books (25c retail). Lots of 100 or more, $12.50 per 100, postpaid; more than one dozen, $1.75 per dozen, postpaid; single order 25c—add 10c mailing charge.

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NEWS AND VIEWS ABOUT ORGANIZING AND RUNNING EMPLOYE GROUP TRAVEL ACTIVITIES, INCLUDING SHORT AND EXTENDED TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF II

NIRA Members Bare Secrets of Successful Tours on Recent Indoctrination Cruise

Clubs which develop a standard set of operating procedures when planning their employee group tours are more successful in the long run than those which are unsystematic, according to the concensus of NIRA-member recreation directors who participated in group travel seminars aboard the S. S. Ariadne this winter.

The NIRA recreators were participating in an "indoctrination cruise" designed specially for them by Happiness, Inc., and Eastern Steamship Lines. Home base was the Carillon Hotel, Miami Beach, and the eight-day event included a cruise in Caribbean waters.

Speaking for General Motors, R. Fred Canaday said that the GM girls clubs employ a standard set of criteria for judging the success of planned tours. First, they poll the members on their choice of destination. Then they ask for suggestions on what special features to include in the trips. Next, professionals are called in to discuss the details of the trip and a tour operator is chosen. Finally, specific recommendations about what to wear, customs regulations, and information on monetary restrictions and rates of exchange are brought before the members.

The time of year selected for the visit to a particular area can mean considerable savings in the expenditures of the employees, according to Martha Daniell, Nationwide Insurance. For example, she said, when Europe is in its peak season during the summer, it's the "off season" in the warmer climes and rates are adjusted accordingly. By avoiding the busy seasons, considerable savings can be achieved for the participants in the tour.

However, the determining factor to consider in scheduling trips and tours to tourists spots during the off season will still probably be regular plant shutdowns and other mandatory corporate rulings governing employee vacation p

According to Don Kaupert, Happiness, Inc., one best things which a group tour organizer can do i paring an itinerary is to utilize the NIRA Travel List (printed elsewhere in this issue of R/M). Tha prepared several years ago by members of the NIRA Council, is the most comprehensive and thorough gui developed, and contains information pertinent to major point in planning of a successful employee tour.

Among the points covered on the Air Transportatio tion of the check list are types of equipment; mea bar service; baggage allowance; departure and arrival fares and rates; contractual obligations; insurance; mentation and fees; and eligibility for charters. The portion of the check list covers the qualifications an perience of the tour operator; itinerary; transfers; h type of accommodations; meals; sightseeing; special fe and problems; and financial arrangements of the to

Carl Barnhart, St. Regis Paper Co., said he felt was a great need among NIRA member firms for mo formation on forming employee travel clubs. (A com program for starting an employee travel club is includ this issue, as well as sample travel club constitution bylaws.) Barnhart said he felt there were many firms would have employee travel clubs, except that they know how to go about forming them.

Martha Daniell profiled the Nationwide program fo attendants. She said that the Nationwide "Galava Club" stresses "travel with a purpose." They invite p graphic experts to show their travel slides which are t with the thought of creating a picture of artistic v rather than just a film recording of the same old l

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or the club members.

her big interest stimulator is the professionally d motion picture films made available by the major rtation companies, government tourist agencies and rms, she said.

onwide also maintains for individual travelers a rack" of information important to various vacation round the world. The files are kept up to date with literature supplied by the tour operators, carriers, urist bureaus. In addition the company sponsors days," during which representatives of major car- ome in and discuss their services. Sometimes the y safety department will discuss the safety implica- f travel, or the credit department will set up a display w how employees can make use of their services to p for that vacation trip. The "travel day" idea, ac- g to Miss Daniell is tremendously popular at Nation-

lly, Miss Daniell said that interest among the mem- f the Nationwide Retiree Club is growing fast. One member firm, with 6,000 men and women in its re- lub has an extensive travel program and has even con- a round-the-world trip for the members.

d Canaday said that the "Mystery Trip", in which nployees have no prior knowledge of where they are until they get there, have become popular, especially ne-day or weekend jaunts. He urged that those who is kind of a trip consider having a trained nurse or with them on the trip, a requirement that is par- ly critical if retirees are involved.

Discussing the problem of company liability in group travel activities, Don Kaupert says that unlike incentive group travel, where the company actually sponsors the trip, employee group trips and the travel clubs are not under direct company sponsorship. The company simply lends its support to the employee travel club in making its facilities available for club meetings and affairs and also makes available its house organs and bulletin boards as information purveying media for the club.

The concensus of those at the seminar was that companies are indeed not liable, unless they are the direct sponsors of the trip, and cannot be held legally responsible for mishaps.

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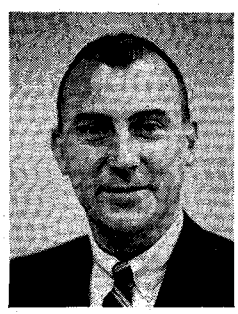
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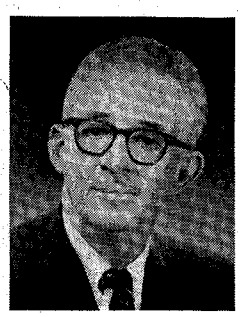
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A Model Employee Travel Club Constitution and Bylaws

As a guide to organizing your employee travel club, R/M reprints the Constitution and Bylaws of the Illinois Bell Telephone Travel Club.

Article I: Name

The name of this club shall be—The Illinois Bell Travel Club.

Article II: Purposes

The club shall be primarily for active and retired employees of the Bell System and their families, to provide for them:

1. Opportunity and incentive for gathering together socially.
2. Education through travel.
3. Opportunity to travel with companions having similar tastes.

Article III: Membership

SECTION 1. Membership in this club shall be granted to those in agreement with its purpose.

SECTION 2. There shall be four classes of membership.

A. Regular Membership, Illinois Bell employed or retired employees, carrying voting power.

B. Junior Membership, for those under the age of 18. This class of member shall have no voting power.

C. Associate Membership, non-employees of the Bell Telephone Company. This class of membership shall not carry voting power.

D. Honorary Membership, shall be conferred upon persons whom the club wishes to honor, or to recognize for their interest or assistance.

Article IV: Officers

SECTION 1. The officers of this club shall consist of: Chairman, Vice-Chairman, Tour Director, Secretary, Treasurer and Historian.

SECTION 2. The Executive Board consists of the Chairman, Vice-Chairman, Tour Director, Secretary, Treasurer and the Chairman of the Budget, Dining and House Committees.

SECTION 3. Associate Members are not eligible, as officers, but may be assigned to various committees.

Article V: Meetings

SECTION 1. Regular club meetings shall be held on the first Wednesday of each month.

SECTION 2. The Annual meeting shall be the first Wednesday of August.

SECTION 3. The Executive Board shall meet once a month shortly after the regular club meeting, to plan the program for the next meeting, prepare the bulletin and discuss and plan future tours.

Article VI: Quorum

Seven members of the club, in good standing, exclusive of the executive board shall constitute a quorum for the transaction of business.

Article VII: Amendments

This constitution may be amended at any meeting of the club by a two thirds vote, a quorum being present. When adopted, an amendment shall be immediately in force.

BY-LAWS

1. Duties of Officers

It shall be the duty of the Chairman to preside at all meetings of this club and perform all the duties pertinent to the office of Chairman.

In the absence of the Chairman, the Vice-Chairman shall perform all the duties of Chairman.

The Tour Director shall organize tours, obtain data and the best rates, etc. Club members in good standing will have the privilege of obtaining information and help needed when planning their trips or tours and the making up of their itinerary.

The Secretary shall keep the minutes of all proceedings and record them in the minutes book. The Secretary will give notice of all meetings, notify officers of election and send the names of newly elected members to the Treasurer and perform such other duties as his (her) office may require. The Secretary will replace the Treasurer when on vacation. The Secretary will keep all club records.

The Treasurer shall receive and safely keep all funds (or money) of the club, and pay bills presented only on the order of the Chairman. The Treasurer will send notice to persons elected to membership. The Treasurer will replace the Secretary while on vacation.

2. Election of Officers

The Chairman and Vice-Chairman shall serve for two years. The Chairman being elected on the even year and the Vice-Chairman, the odd year.

Officers shall be elected at the annual meeting and will assume office the following month.

To be eligible for an office one must be a member for one year.

A member who is not in good standing is not eligible to vote.

A member may not hold the same office more than twice in succession, and filling an unexpired term shall be considered as a term in office.

Should an officer resign during the club year, the Chairman shall select some member of the club to a that office and order the Secre send notice for the Executive to meet and vote on the selec the new officer.

The duties of the Exective shall be to prepare for the disc of tours, etc., that is to be pre by the Tour Director at th regular meeting, also to help i paring the monthly bulletin.

3. Charter

The charter for this club v held open for two months. The man shall close the charter wi October meeting of 1956.

The Secretary shall notif Treasurer, of all new members.

Resignation from membersh the Club shall be in writing. bers in arrears, (dues not within thirty days shall be drop

4. Dues

The annual dues shall be payable at the close of the fiscal In order to be eligible to vote next annual meeting, you shou in good standing.

AMENDMENT (March 6, For anyone joining the Club aft first six months of the fiscal yea dues will be $1.00 for the cu period.

5. Committees

At the last regular meeting b the annual meeting, the Chai shall appoint a nominating co tee, to present a slate of officers.

The Chairman shall appoint Chairman for the special commi such as the Dining Comm House Committee, and the Bu Committee, if necessary.

A. The Dining Committee select a place to eat. The price k within reason and the location i near vicinity.

B. The House Committee shal that the club room is prepared the evening meeting. Chairs ranged, podium or rostrum cared gavel on hand, etc. Also, to see the room arrangements are rest after the meeting.

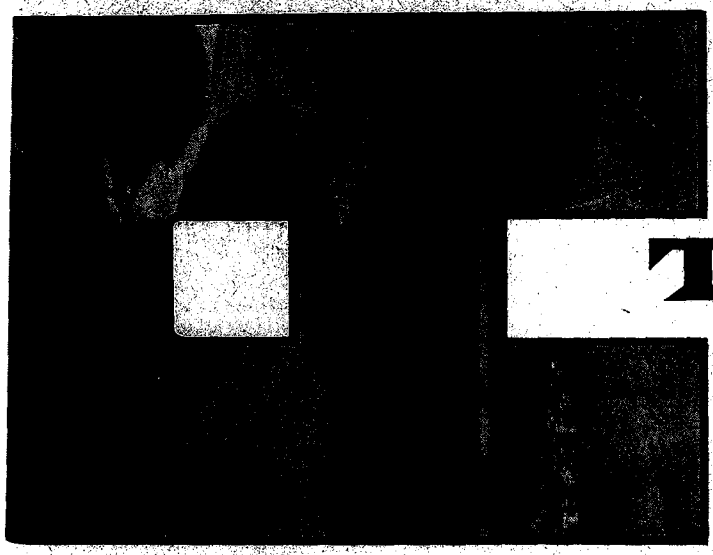
C. The Budget Committee i study the finances for the year arrange for a money making pr should the Treasury need to be plemented. The Chairmen of special committees shall be permi to pick two members to serve them on said committees.

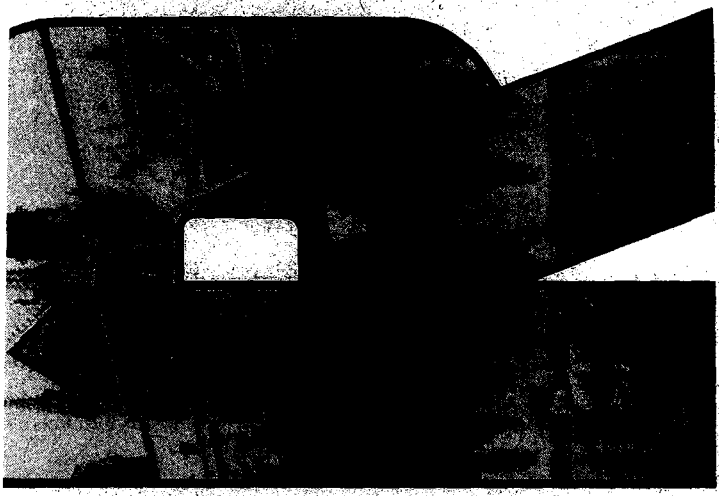
6. Amendments

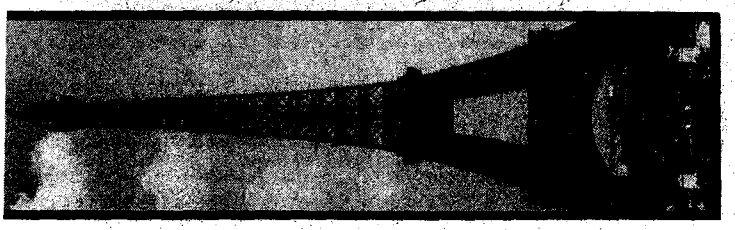
These By-Laws may be amen at any meeting by a two-thirds v a quorum being present.

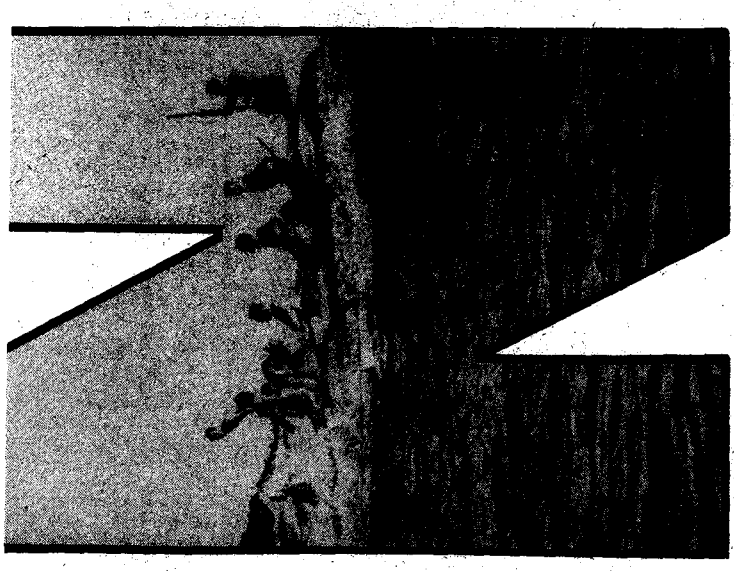
7. Parliamentary Authority

Parliamentary procedure shall the rule of all business meeti "Roberts Rules of Order" shall be authority for the above procedure









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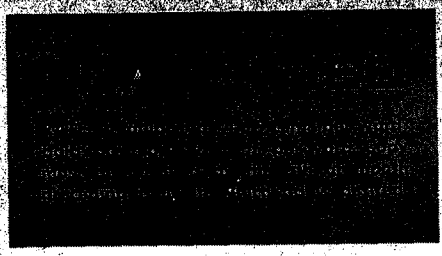
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Man with experience as military special services officer now seeks position as industrial recreation director. Married, two children. Salary, open.
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Man with master's in education and 21 year's experience as military special services officer seeks administrative recreation/personnel in industry. Married, no children. Salary, $7,500 up.
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Box #113—RECREATION MANAGEMENT

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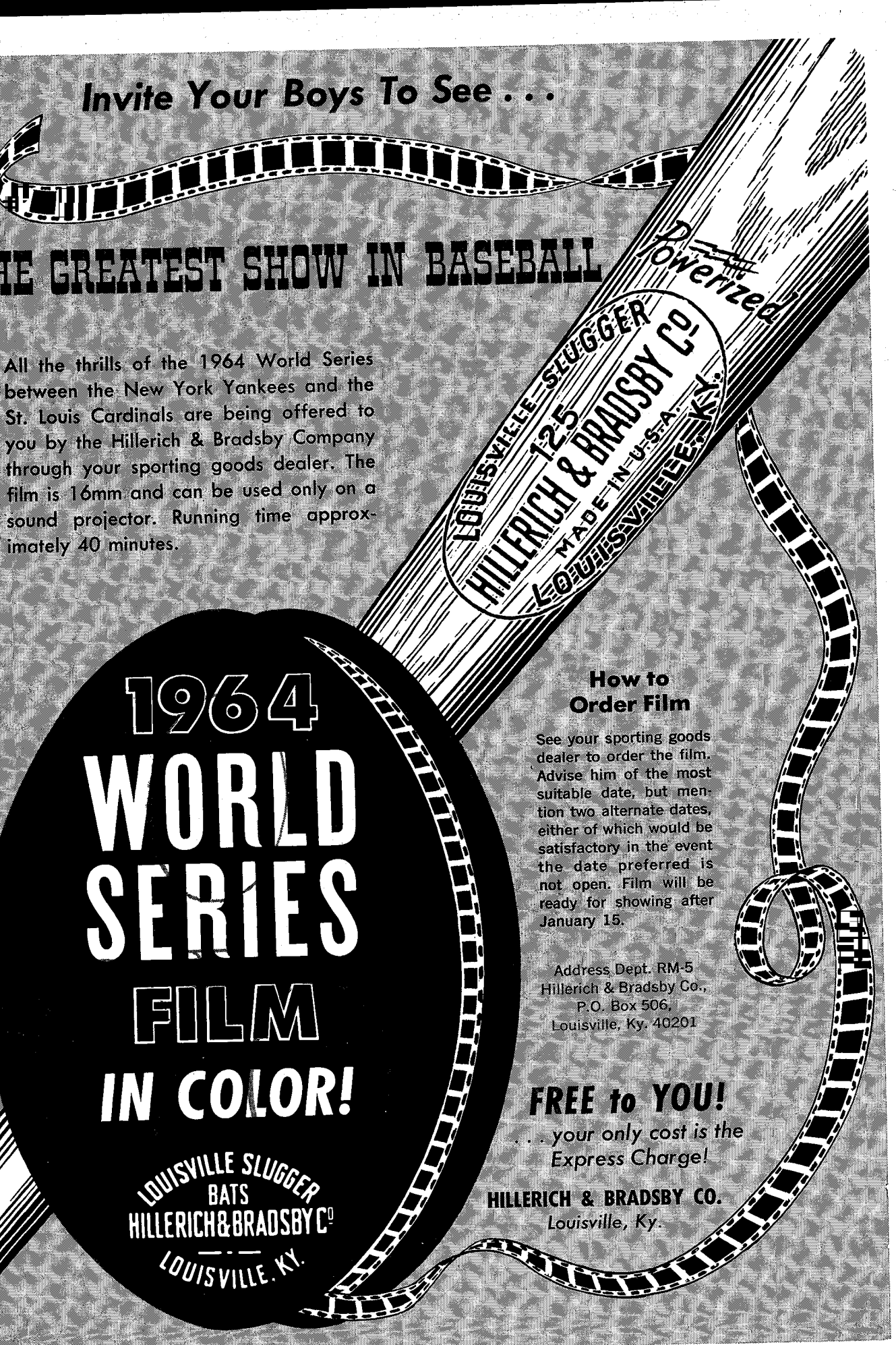
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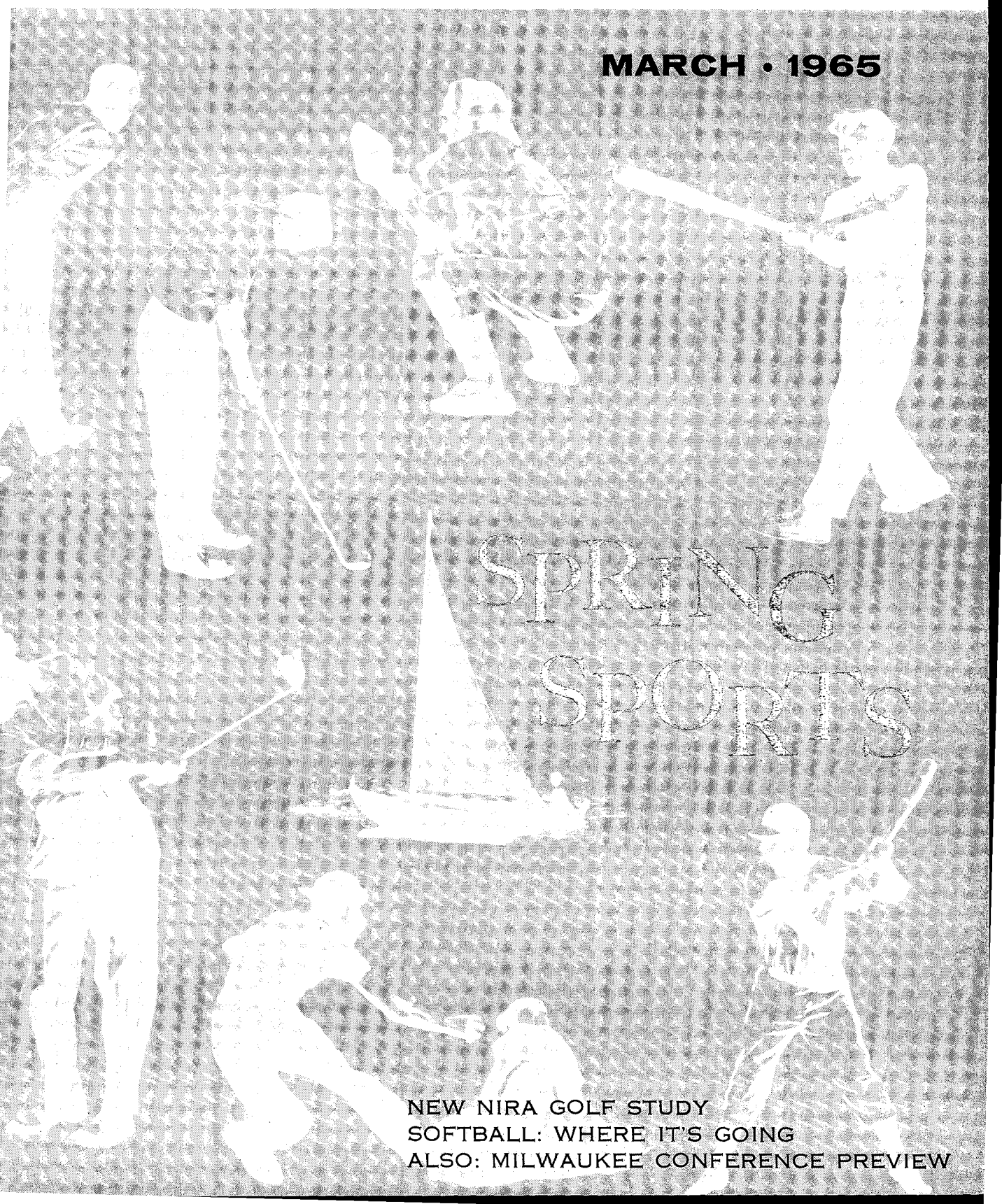
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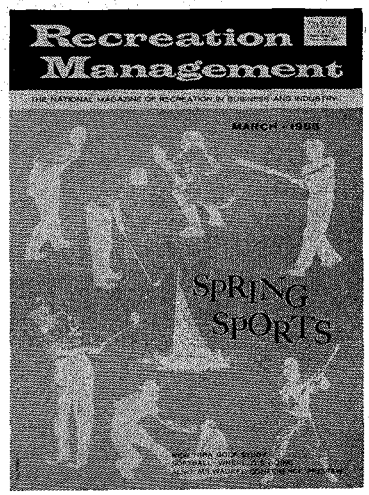
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MARCH 1965
Volume 8, Number 2



The snow is melting and the ground is thawing in the North Country. From Maine to Washington State, the industrial sportsman is preparing his annual onslaught on spring.

Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Published by the National Industrial Recreation Association.
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signs of the times...

RECREATION MERGERS CONTINUE. At a special session of the trustees of the National Recreation Association, the thirty board members attending unanimously passed a resolution for the merger of that organization with the American Recreation Society, American Institute of Park Executives, and the National Conference of State Parks. A committee was appointed to work out details for the merger with representatives of the other organizations. NIRA, has adopted a wait-and-see-type board resolution, which in effect means for the present: cooperation—yes; merger—no.

ISOMETRICS TO REPLACE THE COFFEE BREAK? If Illinois Attorney Ge eral William G. Clark has anything to say about it, isometrics wi soon replace coffee breaks in state offices. At 10 o'clock each morning, Clark, his assistants, clerks and secretaries stop work push on the sides of doorways, grab their elbows and pull, push hand against another or perform some other kind of muscle condit ing isometric. Clark says he has long been interested in physic conditioning for himself and his staff. He settled on isometric because they don't require equipment—other than doors, elbows a the like. Among other pudgy Illinois political types, no great to follow suit could be discerned. But a local columnist was qu to point out wryly that the "pressing of hand against hand" has been popular in Illinois politics as a means of building up scra undernourished hip pockets. That's isometrics?

IMPROVING YOUR IMAGE IN THE COMMUNITY. If you're concerned with the image your company recreation program has in the community, here are a few highly recommended steps you might take to improve it: a) invite local business, professional, political, labor, cultural, religious, and social welfare leaders to visit your facilities and have a down-to-earth, no-holds-barred discussion on your program; b) appoint a public relations committee to work on outside publicity projects; c) invite local publishers, editors and broadcasters to visit your plant and see the recreation program in action, and d) offer awards and commendations to community leaders, workers, and other groups for their contributions to recreation in the community.

NEW YORK FAIR GETS ASSIST. While travel agents the nation over report that interest in the New York World's Fair for 1965 is fa below that of 1964 levels, and while the Fair's big exhibitors— among them Ford, GM, and AT&T—are digging deep in their own pock for promotion money to help bail out the "Disneyland of Flushing Meadows," the Federal Government is taking steps in another area that could in the long run help Robert Moses (the fair president) out of his jam. Employees of the State Department who were planni a tour by charter to Europe have been told that the President wou prefer it if they would "See America First." The President prefer it so much as a matter of fact that the proposed bargain charter has been cancelled. Employees of other government bureaus—some o the most enthusiastic group travelers in the nation—will reporte be under similar pressure to cancel foreign trips this year. Whet or not this move will help the government solve its balance of pa ments problem is still unclear, but up in New York City, the Fair people clearly hope it might solve theirs.

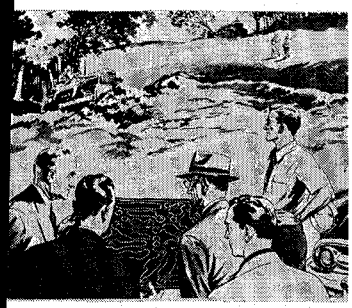
KEEP GOLF AMERICA'S MOST POPULAR OUTDOOR GAME



Golf has become America's most popular outdoor competitive sport. And for good reason. Golf is truly "the game of a lifetime"—enjoyed by youngsters and adults, men and women of all ages.

Whether golfer or golf businessman, you benefit through the continuing work of the National Golf Foundation, a non-profit organization supported by the leading companies in the golf industry (listed below) to aid in the development of more activities and more facilities wherever they are needed.

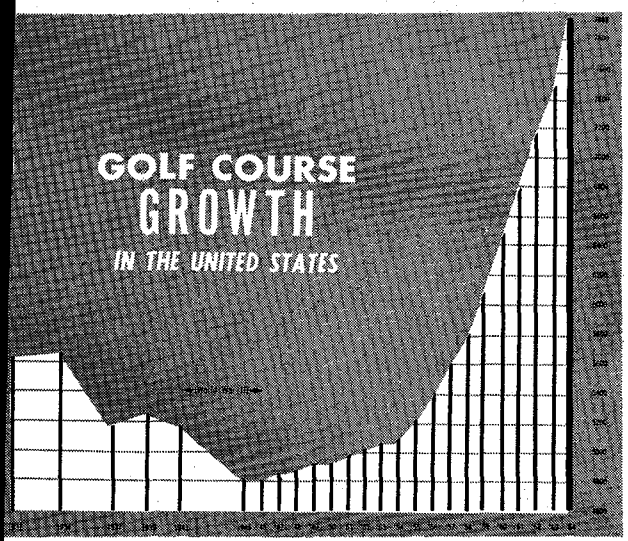


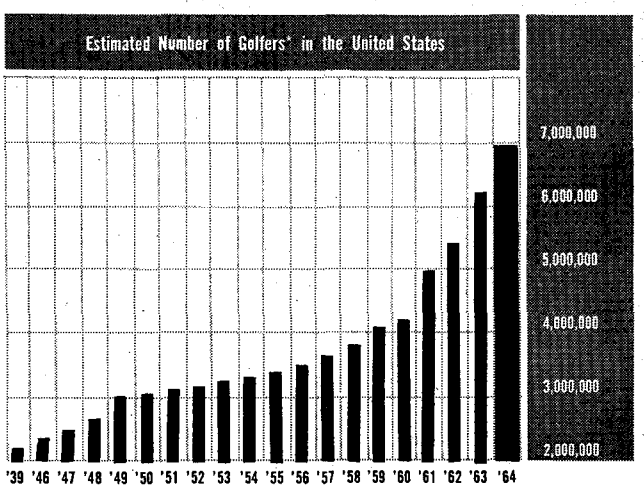


As participation increases more golf courses are required. To serve this growing need, planning information and consultation are available to individuals, municipalities, and planning groups everywhere.

Building golf participation, helping more people "learn" to enjoy golf is a prime objective. To meet this objective the Foundation offers a wide range of services available to all who want to teach or to learn.



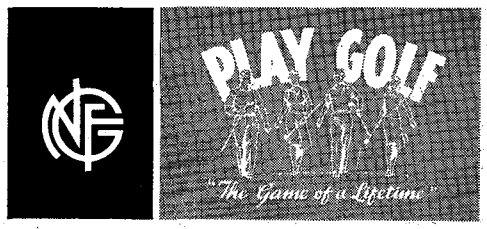




*Playing 15 rounds or more per year. Add another 1,000,000 golfers who play less than 15 rounds per year.

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Acushnet Process Sales Co., Allied Golf Co., American Steel Box Corporation, Arland Miniature Golf Courses, H. A. Astlett & Co., Inc., Aura Golf Construction Company, Bailey & Izett, Brockton Footwear, Inc., Brunswick Sports, Burke Golf Equipment Corp., Burton Mfg. Co., Inc., C & H Supply Company, Carlon Sales Corp., Chamberlin Metal Products Co., The Chemical Coatings Corporation, Holmes Cook Miniature Golf Co., Norman G. Copland & Assoc., Cornell Corge Co., G. L. Cornell Company, Charles O. Cox Corp., Crescent Plastics, Inc., Bert Dargie Golf Co., Davis Felt & Carpet Co., Derby Cap Mfg. Co., Inc., Double Eagle Golf Products, Inc., E. A. Dubow Mfg. Co., Dunlop Tire & Rubber Corp., Eagle Golf Shop, Eastern Golf Company, Fawick Flexi-Grip Co., Fernquest & Johnson Golf Co., First Flight Company, Jimmy Flowers & Co., Golfcraft, Inc., Golfdom, Inc., Golfing Publications, Inc., Golf Digest, Golf Magazine, Golf Specialties Inc.—New England, Golf World, Gorman Golf Products, Inc., Paul Hahn, Hand Craft Golf Co., B. Hayman Co., Inc., C. M. Hill Co., Hillerich & Bradsby Co., Hilts-Willard Glove Corp., Ben Hogan Co., International Golf Products, Jackman Sportswear Co., Inc., Jacobsen Manufacturing Co., King's Golf Clubs, Kosar Golf Development Laboratories, Krigger & Co., Inc., Lake Linda Peat Moss & Humus Co., Lamkin Leather Co., Lauman Golf Supply Limited, Lomma Enterprises, The MacGregor Co., Maddox Construction Co., Fred Matzie Golf Company, George McGregor Golf Products, Inc., Mikol Manufacturing Co., Moore Golf, Inc., Mueller Brass Co., National Capital Toro, Inc., National Sporting Goods Association, Niagara Sportcenter, Inc., Jim Noonan Company, Northern Golf Ball Co., Northwestern Golf Company, Obitz-Farley Co., Inc., Orangeburg Mfg. Co., Arnold Palmer Putting Courses, Inc., Par Aide Products Co., Par Golf Mfg. Co., Pedersen Manufacturing Co., Perrella Golf Gloves, Inc., Princeton Turf Farms, Inc., Rainy Sprinkler Sales, John Reuter, Roseman Mower Corp., Rye Golf Shop, Ernie Sabayrac, Inc., George Sayers, O. M. Scott & Sons Co., Kenneth Smith, Ted Smith, Southern Golf Distributors, Southern Turf Nurseries, A. G. Spalding & Bros., Inc., Sports Apparel, Inc., Sportsman's Golf Corporation, Standard Manufacturing Co., Frank Strazza, Taylor Brothers, Stan Thompson Golf Club Co., True Temper Corp., Ralph Tyler, United Metal Products Corp., United States Rubber Company, Urban Land Institute, Hermann Weber & Co., Inc., D. J. Westergard, Inc., Wilson Sporting Goods Co., Wittek Golf Range Supply Co., Inc., Lester Young.



For detailed information about National Golf Foundation *aids* and *services*, fill out and mail the coupon below.

To: National Golf Foundation, Inc.
804 Merchandise Mart
Chicago, Illinois 60654

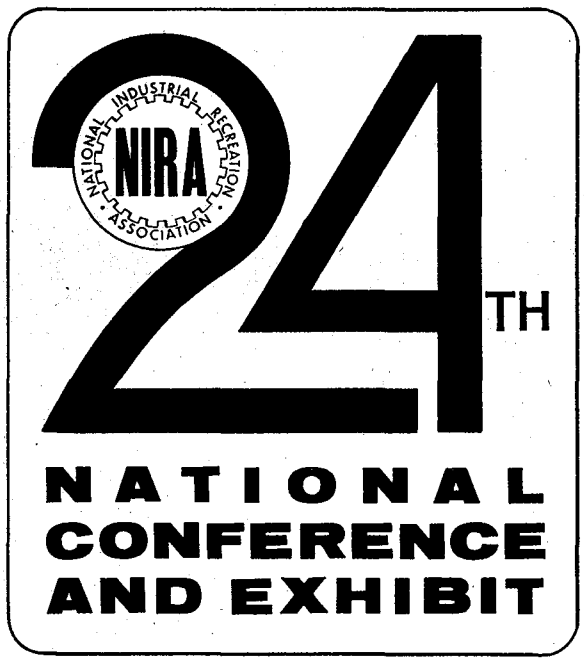
Please send me complete information on National Golf Foundation aids and services . .

NAME_____

ADDRESS_____

CITY_____ **STATE**_____

Your annual National Conference is one of NIRA's most important services to members.



The most significant service which any association fessional men and women can hope to provide members is the "fruitful exchange of ideas" with othe bers. This process—the exchanging of ideas—is in f main reason most associations are formed, and provi best possible reason for new members to join. Not more stimulating to your own program than to ap yardstick of somebody else's program to it.

Of all NIRA services which are geared to the dissem of new ideas among members—including RECREA MANAGEMENT, "The President's Bulletin," and th gram manuals—the one which best provides the foru this exchange is an NIRA conference. And among all local, regional, and nationwide meetings, none prov bigger, better forum than the Annual National Conferen Exhibit.

The 24th Annual Conference and Exhibit will be h Milwaukee, Wis., May 15-18, 1965, at the Hotel Schr More than any other event in the association's year, thi ference is a *must* on your calendar of events. Upwards delegates—a new NIRA record—and the best-stocked e hall in association history will make it an outstanding

For details on room rates and basic registration inform see the conference ad on the back cover of this edition gram highlights are listed elsewhere on this page, as a hibitors whose space is confirmed at this time.

That nearly 65 manufacturers of employee recreation ucts and services will have booths at the meeting is a reason enough in itself to attend. In addition, of course

It's Milwaukee for New Ide

Highlights of the Milwaukee Conference of NIRA

Hotel Schroeder — May 15-18, 1965 — Milwaukee, Wis.

SEMINAR SESSIONS
The most important part of any NIRA Conference, seminars and round tables on a great variety of topics are scheduled. (See story above.)

SPEAKERS
Stan Musial, President's Council on Fitness; and Adolph Keifer, former Olympic champion are scheduled. (Pending final confirmation other headline speakers from government and business will be announced soon in R/M.)

TOURS
An evening tour of famous Milwaukee breweries has been arranged, in addition to a major outing for all delegates which includes a tour, banquet, and music-in-industry demonstration at Allen-Bradley Co., in Milwaukee.

HELMS PROGRAM
The awards for the current NIRA Helms Industrial Recreation Award will be announced at the Milwaukee Conference. This award is the highest distinction which members can win for their programs.

TOURNAMENT WINNERS
With due pomp, the winners of current NIRA tournaments will be feted at the Milwaukee event, including the National Bowling, Rifle, Pistol, and Bridge champions.

WIVES PROGRAM
A separate program for wives, including a tour of the city, luncheon and style show, shopping trip, and cake decorating program, is planned in addition to many of the major luncheons, banquets, and sessions of the regular program.

CIRA PROGRAM
The largest number of applicants for NIR Certified Industrial Recreation Administrat program in history—nearly 60 in all—will considered by the certification committee Milwaukee. The majority of them will ushered into CIRA at special ceremonies the conference.

ELECTIONS
Only by attending the annual conference NIRA, can you have a voice in the election officers, both in your region and national

EXHIBITS
The Milwaukee Conference boasts a bett stocked exhibit hall than ever before in years, with all major product and service lin in industrial recreation represented at th meeting. (See exhibits list.)

ıore importantly, the Milwaukee conference committee
:ing hard to prepare a program chock-full of the spe-
l seminars, round tables, and workshops that are the
f any NIRA conference.
e individual delegates will get the opportunity to thrash
:ky problems, as well as get new insights into the or-
:ion, administration, and day-to-day operation of their
/ee activities programs. A partial list of topics now
led includes:
eginning and Financing Programs
ıcreasing Employee Participation
.ctivities for All Employees
ısuring the Recreation Program
xecutive and Employee Fitness
uying Banquets and Entertainment
utting Costs in Your Program
Managing Recreation Facilities
ecreation's Role in Retirement
mployee Group Travel Clubs
Organizing Employee Activities Clubs
of these sessions, of course, are opened to questions
he floor, and at least one round table is geared to letting
he delegate, pose questions to be answered by a panel of
experts.
urge you now to plan to be on hand for this event in
aukee in May. How many new ideas you bring home de-
upon how vigorously and enthusiastically you partici-
n conference events. But most of all it depends upon your
there.

1965

Milwaukee Conference Exhibitors

SPORTING GOODS
Adirondack Bats, Inc.
Brunswick-MacGregor Co.
Converse Rubber Co.
J. deBeer & Son
The Faultless Rubber Co.
Grip-Tripler, Inc.
Hillerich & Bradsby Co.
Jayfro Athletic Supply Co.
Northwestern Golf Co.
wlings Sporting Goods Co.
Shakespeare Co.
A. G. Spalding & Bros.
Wilson Sporting Goods Co.
Winchester/Western

TRAVEL SERVICES
American Express Co.
El San Juan Hotel
KKS International Corp.
Lufthansa German Airlines
w York Convention Bureau
Sabena Airlines
Swissair
Trans World Airlines, Inc.
Travelpower, Inc.
United Airlines, Inc.

VENDING SERVICES
The Coca-Cola Co.
The Seven-Up Co.

SERVICE ORGANIZATIONS
The Athletic Institute
Babe Ruth League, Inc.
Boy Scouts of America
National Rifle Association

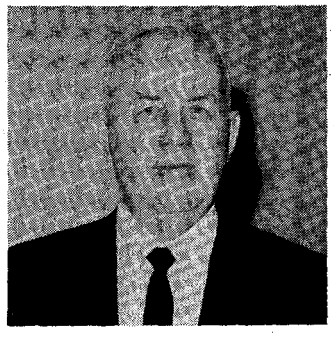
FACILITIES, EQUIPMENT
Belson Mfg. Co.
Game-Time, Inc.
Mexico Forge, Inc.

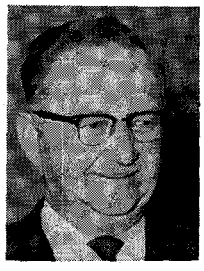
TROPHIES, GAMES, TOYS
Broadway Toys
Edwin W. Lane Co.
Fisher-Price Toys
Lion Bros. Co.
I. Pukel Imports
Saunders Mfg. & Novelty Co.
Whitman Publishing Co.
World Wide Games

EMBLEMS & APPAREL
Dallas Uniform, Cap & Emblem
King Louie International, Inc.

ENCYCLOPEDIAS
Encyclopedia Americana
Encyclopaedia Britannica

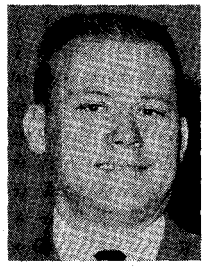
MILWAUKEE CONFERENCE COMMITTEE

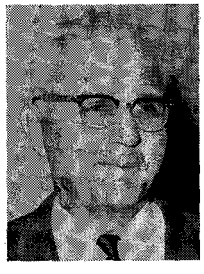

Carl Klandrud, Chairman
Allis-Chalmers

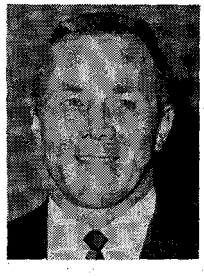

Paddy Leudke
Milwaukee Gas

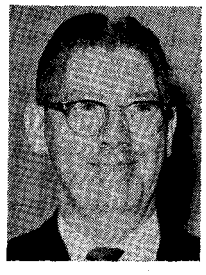

Andy Thom
Milwaukee I.R.C.

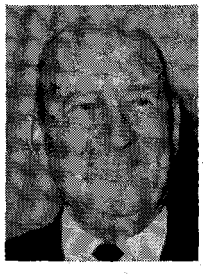

Wally Sprangers
Allen-Bradley

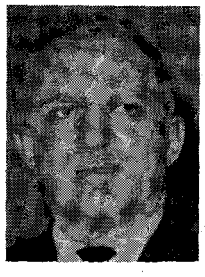

Pat Feely
Falk Corp.

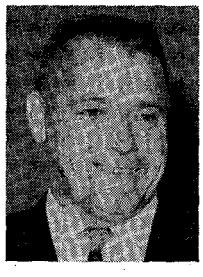

Ray Tuchel
Badger Die

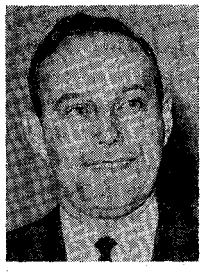

Whitey Leponiemi
Wisconsin Motor

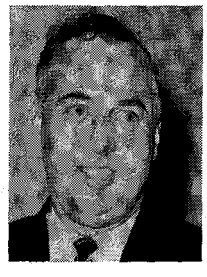

Red Gormley
Ace Foods


Dave Mayer
Cutler-Hammer


Bob Cook
Travelpower


John Peters
Western Machine


Harry German
Wisconsin Electric


Jack Schilz
First Wisconsin Bank

Today, something like 3.5 million American men and 500,000 women step to the plate each year to knock the old grapefruit around. Once the most popular sport in industry, bowling and golf grew faster to achieve the one and two positions. From its respectable third-place slot, softball is still strictly a sport for the amateurs.

Industrial Softball

Where It's Been a

Where It's Going

For a sport that has never been equated with "big business," has never known a national scandal, and has always been strictly amateur, softball in the United States during the past half century has had amazing growth and acceptance.

The game was originally dubbed "indoor baseball," because some North-of-Dixie baseball players devised it to keep in shape during the off-season. But they couldn't keep softball under wraps, and in ensuing decades it has become one of the biggest participation sports of all time. The latest figures from the Athletic Institute peg participation figures at upwards of 4 million.

National Industrial Recreation Association research indicates that 87 per cent of its member firms have some sort of softball activity, and softball still ranks third—behind bowling and golf—as a major participation sport in the recreation programs of U.S. business and industry.

Thus, it is apparent that industrial and business leagues and teams have been an important factor in the overall growth and development of the softball movement in the United States. NIRA's role in the affairs of softball stems from its position as a member of the joint committee pledged to promote and sponsor the sport. Other sponsors include the National Recreation Association, the American Association for Health, Physical Education, and Recreation, and the Young Men's Christian Association.

Unquestionably, however, the leading role in the development of the sport over the years, has been played by the Amateur Softball Association itself. ASA is the "governing body" of the sport—meaning that it is the publisher of the official rule book of the game, has the exclusive right to sanction tournaments, and its rules committee has power to change and amend the official regulations of the sport.

As an organization primarily interested in the development and promotion of the sport, ASA today is perhaps one of several of the largest amateur sports organizations in the world. And though its staff is not large, it has a remarkably *total* program for the promotion of the sport.

ASA, in addition to publishing the official rule book, also puts out a monthly newspaper which keeps a finger on the pulse of U.S. and international softball activity. Among othe grams, ASA prides itself on its Youth Softball Program program originated in 1957 and has grown to be one largest and best-organized youth sports programs curren action anywhere. During 1964, the program registered than 200,000 kids and almost eight thousand teams.

Many NIRA firms are deeply involved in this phase of activities. Among them, for example, Eastman Kodak en nearly 2,500 boys in its youth softball program in Roch N.Y., during 1964.

Perhaps the most important phase of ASA activities a tournaments they sanction and run during the year. Fo ample, during 1964, they helped organize and gave sanc to more than five thousand invitational and champio tournaments, including six world championships.

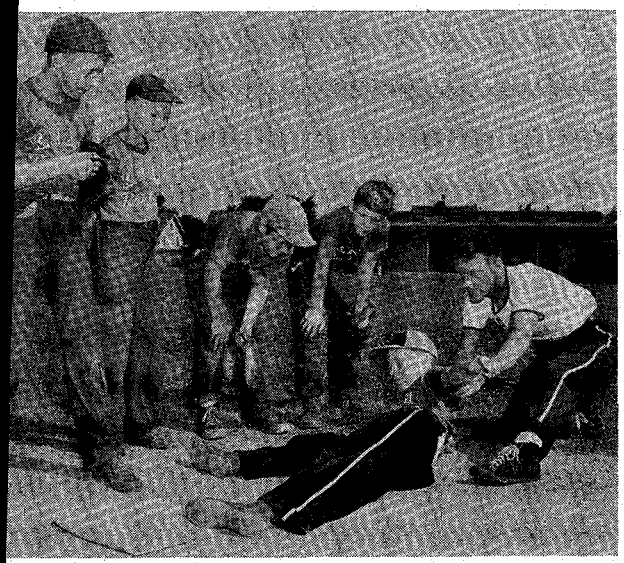
ASA couldn't possibly carry on all that activity withou advice and counsel of a dozen or so "commissioners" scat around the country in strategic areas. Commissioners are unteers who assist in starting teams, leagues, and tournam and do the important liaison work between tournament pa pants and the national office of ASA in New Jersey.

Included in the six world tournaments conducted ann by ASA is one which is designed specifically for the parti tion of industrial firms—World's Industrial Slow Pitch T nament—which since its beginning in 1956 has become annual goal of thousands of business and industrial le teams across the country.

Perhaps the most significant event in the world of indus softball during 1964 *was* the World Tournament, playe Jones Beach, Long Island, N.Y., where it attracted thirty standing softball teams from industry, who fought their through a series of district and state elimination tourname to meet in the event. Capacity crowds were on hand at al all sessions of The Labor Day Weekend Tournament.

According to Don Porter, ASA's able executive secret treasurer, world softball tournaments—although colorful exciting to the participants and spectators—are no snap conduct. Don had high praise for NIRA member, Bob Be whose company, Grumman Aircraft, hosted the 1964 in





Softball boasts one of the best-organized youth sports programs going with more than 200,000 kids participating annually. (Left) Some of Eastman Kodak's young players get expert instruction. (Above) A sandlot team from Nationwide Insurance battles it out after working hours.

championships at Jones Beach.

There are hundreds of sticky details to be worked out ths in advance of the actual tournament," Porter said, luding administration, promotion, finances, schedules, ac- modations for players—all important elements in holding ccessful world tournament. Benn handled them magnifi- ly," he said.

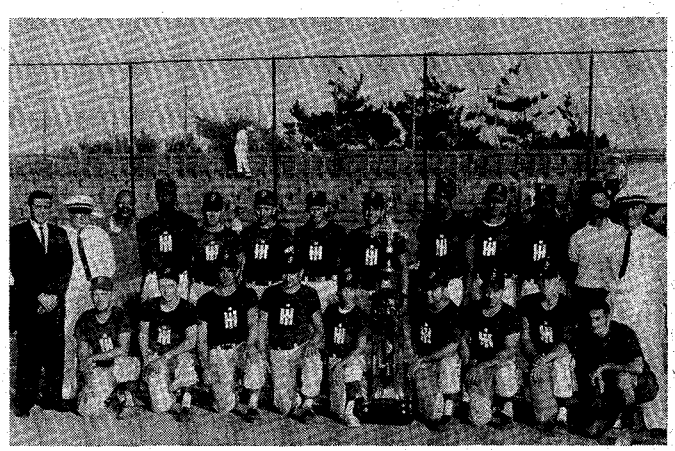
team from Grumman was in contention for the world's at Jones Beach, but an International Harvester squad from o took Benn's team apart in the final round of the tourna- t. "Oh well," said Bob philosophically, "I don't suppose good for the host team to beat *all* the competition anyway."

Softball's future is bright," says Don Porter. "Participation the home front is at all time highs and still growing, and international competition a world-wide series for women held in Australia for the first time during February, 1965." he former world champion women's team, Raybestos kettes, of NIRA-member Raybestos Manhattan, made the to Melbourne, and lost in a nip-and-tuck contest.

Much of softball's optimism about its future is in fact gged to the international scene. The U.S. State Department, a good will gesture, is sponsoring a tour by a group of ateur softball players yet to be named to the Far East and ia this October. The trip reportedly will be similar to the e which the State Department sponsored several years ago in ich a basketball squad from Goodyear Tire & Rubber Co., kron, toured the Far East, playing foreign teams and con- cting clinics for them.

Many countries throughout the world now have organized mpetitive softball programs. Each year more and more coun- es are taking up the game. The International Softball Fed- ation, governing body of softball on the international scene, timates that more than 15 million people around the globe ll be playing softball by 1970.

A long range goal of ASA and other U.S. softball interests to win acceptance of softball as an Olympic sport. "Who ows," says Porter somewhat mystically, "it wouldn't at all out of the question to expect to see softball as an Olympic ort in Mexico City in 1968."



Meet the 1964 World Slow Pitch Industrial champions, a team from International Harvester Co., of Springfield, O., which battled its way to the top at Jones Beach, N.Y., last fall. At extreme left is Don Porter, executive secretary-treasurer, Amateur Softball Association.

AMATEUR SOFTBALL ASSOCIATION

1965 WORLD TOURNAMENTS

Men 12" Fast—Clearwater, Fla.	September 17-24
Women 12" Fast—Stratford, Conn.	August 20-28
Men 12" Industrial Slow—Detroit, Mich.	September 3-6
Men 12" Open Slow—Toledo, O.	September 3-6
Women 12" Slow—Omaha, Neb.	September 3-6
Men 16" Slow—Chicago, Ill.	September 8-12
Men 12" Fast All Star—Detroit, Mich.	July 9-10
Women 12" Fast All Star—(Place and Date to be announced)	

RECREATION RESEARCH



How 31 U.S. Business Firms Operate Employee Golf Courses

Under the direction of Carl Klandrud, Allis-Chalmers recreation coordinator, Milwaukee, a study was undertaken during 1964 to determine how the employee golf courses of U.S. business and industry are operated. The study dealt with physical layout, scheduling, cost of operation, eligibility, and other key questions in golf course management. The following are Mr. Klandrud's determinations. Thirty-one out of industry's 125 golf courses are included in the study.

Physical Layout

There is great variety in the size of the golf layouts operated by industry for their employees, judging from the study. Nineteen of the firms studied have 9-hole courses; another nine have 18-hole layouts, and three have 27-, 36-, and 63-holes respectively.

Additional facilities operated as part of the golf course include: clubhouses (25); eating facilities (23); bars (8); pro shops (25), and locker rooms (20).

Many of the firms studied said their employee golf course was part of a larger recreation park. The companies listed the following additional facilities: swimming pools (7); tennis courts (11); badminton courts (4); archery ranges (7); winter sports facilities (8); miniature golf courses (2); shuffle board courts (8); picnic areas (20). Other miscellaneous facilities listed included softball diamonds, volleyball courts, basketball courts, putting greens, driving ranges, horseshoe courts, outdoor movies, beaches, skeet ranges, as well as such indoor activities as billiards, ping pong, and bowling.

Who May Play

There are industrial courses that are for the exclusive use of executives, but all of the courses in the present study are employee golf courses. In all cases, therefore, every empl is entitled to use the facilities. In addition to employ spouses of employees are entitled to play on all but on the 31 courses; and likewise children of employees—v age limits varying from a bottom of 8 years to a top of 1 are allowed to play on 30 of the courses. Finally retirees eligible for golfing on all but one course.

The policy on guests playing on the company course equally varied. Business associates of company representati may play on 30, though 18 of those require them to pa fee. Other guests including "community leaders, civic lead and the clergy," are entitled to play on about 60 per c of the courses under study, and roughly half of those requ such guests to pay a fee.

Only six firms out of the 31 studied allow guests ot than those described above—personal friends, for exam —and five of those charge fees for the visits. *Groups* of su guests are allowed on only three of the courses.

Food Services

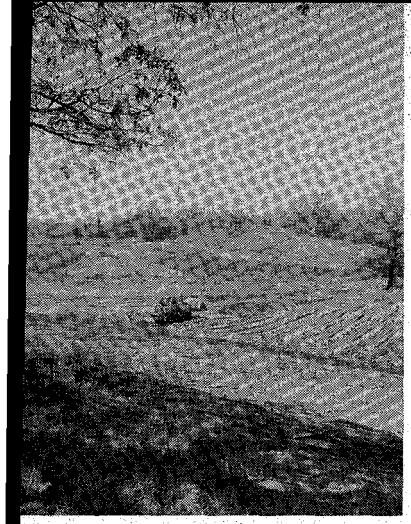
Food services operated in conjunction with the g course/park include facilities with table service (12 cafeterias (11); and vending machines (16). In additio 29 serve soft drinks; 12, beer, and 5, hard liquor.

Golfing Services

Seventeen of the 31 firms have full-time golf pros. Mo of the others have "part-time pros" who are employees the company. Twenty-five of the firms sell golf equipme to those who use their facilities, and another 23 rent go equipment.

Operating Costs

There is great variety in the cost to the player of using t



Minnesota firms, Minnesota Mining & Mfg. St. Paul, and Minneapolis-Honeywell, Minne-s, included 27 holes of golf in their new any recreation parks in 1965. Pictured is one 3M Company's holes under construction.



has long been a major part of the IBM Cor-tion's recreation facilities. Here is a scene the Endicott, N. Y. plant course with their house in the background.

rse. How much the players must pay is determined by eral factors, including the total cost of operating the rse to the company, the size of the course, and the extent which the company is willing to subsidize the golf course. ive of the 31 firms reported self-sustaining golf courses. these cases the cost to the individual golfer, employee and -employee alike, was higher. Of 23 companies who re-ted that they subsidize the golf course, three pay the full of operation; ten pay between 50 and 96 per cent of the t, and another ten pay from six to 42 per cent.

In the case of subsidies, employees paid less. A full one rth of the companies in fact reported that employees pay thing to use the course—no green fees and no member-p dues. In most of these cases, however, non-employee fers do pay.

When employees are charged to play, it is usually in the m of an annual membership dues, ranging from a low the companies sampled of $9.50 yearly to a high of from 6 to $72 annually in a company that based its dues ucture on level of salary. Several charged on a daily green basis.

Most of the firms which charge for playing have a "family n." Again some of the firms charged no green fees or mbership dues to the employees themselves. But the jority charge a family rate, ranging from a low of $20 year per employee family to a non-typical high of $450 family per year at one of the firms surveyed. Some firms rge a basic yearly fee to the employee, adding an ad-ional charge per each member of the family who wants use the course.

Almost all of those who charge the guests do so by the . Green fees range from 50 cents at one firm for all day to $6.50 for 18 holes at another.

Other charges in use at several of the courses and uncovered in the study included: locker fees; "limited" memberships at lower-than-regular rates; "reservation" charges, and at several firms admission to the general public on a daily green fees basis.

Time Reservations

The study also showed a great deal of variety in the manner in which scheduling is accomplished. In all cases, preferential treatment is given to the employees themselves. But in some cases where traffic on the course is particularly heavy, strict methods of regulating schedules are essential. The rather stiff fees charged by some of the companies is in fact a means of regulating traffic relative to the available facilities.

Some firms allow no family members or guests before noon on Saturdays, Sundays, and holidays, for example. Others prohibit family members and friends *entirely* on those days. In other cases, wives, children, and guests are discouraged from playing after 4 p.m. on weekdays, and so forth.

Obviously every company has its own unique scheduling problems that are determined by such factors as the size of the course; the number of employees and eligible non-employees; the "shifts" worked by golfing employees; the distance of golf facilities from the plant and the homes of employees, and so forth.

The 31 companies covered by the survey are largely from the industrial Midwest and Eastern States. There were, however, seven from the South and three from the West.

The overwhelming majority of the firms are in manufacturing, with the rubber, office machine, and chemical industries particularly well represented.

SPORTS AND LEISURE

Of all the ways in which the industrial recreation administrators of America can benefit those beset by leisure, none perhaps is more noble than the availability of athletic competition. In no other arena, are such traditional virtues as health, character, and individualism better nurtured.

If it was true that Britain's battles were won on the playing fields of Eton, so may it be true that U.S. business will win its battle with Automation in the industrial sports arena.

At the same time, it becomes increasingly apparent that there will always be a class which, either by conscious choice or by the necessity of their calling, will never be benefited by the increase in leisure. Among them scientists, business executives, artists, and other dedicated men who can not bear to be long away from their life's work.

But some men *can* bear it—they bear it in fact with great relish—and they are in the majority. These are the people who will boom the sporting goods market, with their purchases of high-powered aluminum boats and ever-more elaborate golfing gear.

These are also precisely the people that the industrial recreation administrator serves—this great body of Americans who have leisure time in ever-increasing amounts. No use wondering, as one social critic does, "What's a steel worker going to do with a 13-week vacation?" The 13-week vacation is here, and the industrial recreation administrator must put his mind to work on plans to fill those weeks fruitfully.

The use of leisure should not be regarded as a problem, but rather as an opportunity for enriching the lives of our citizens, and improving the quality of community life. Leisure should be looked upon as a chance to overcome one's inner impoverishment and to lead to a richer and more meaningful existence.

The industrial recreation directors of America must accept the challenge of leisure and automation. In every company, large and small, there should be a blue print for the long range development of recreation services for employees who will as likely as not be unable to provide them for themselves. In this way, employees can become greater assets to their companies as well as to their communities.

Sports will play a major role in this master plan.

As Bil Gilbert pointed out in his study of the industrial recreation movement for SPORTS ILLUSTRATED last January, some progressive U.S. business and in trial firms are attempting to meet the challenge of lei through a varied and vast program of recreation—n of it sports centered.

"If you work for Ford Motor Co.," said Gilbert, " can join a yacht club or a slingshot team. Employee Texas Instruments have a 50-acre rod-and-gun club 60 acres of lakefront for boating and fishing . . . F Reedy, a Bensenville (Ill.) manufacturer of hydra and air cylinders, employs only 500 people, but all are within a long cylinder length of a heated ind swimming pool."

During his research for the story, Gilbert found manner of other sports facilities which are available to industrial employee through his firm, including at l 125 industry-owned golf courses.

Many Americans are amazed, just as Gilbert was, w the extent of this sports activity in industry. They are s prised, because for the most part, the sports programs industry go unsung and unpublicized.

To understand why industry doesn't toot its horn employee recreation, you have to put the present movement into the context of the strides it has made si the late 1800s. "The aim," Gilbert found, "of having company bowling or softball league is not publicity, rather the enjoyment and fulfillment of the employ themselves."

With few exceptions the so-called "varsity spor which dominated the industrial recreation movement its earlier days, have gone by the boards. Television a professional sports have robbed the old big-time pla football and baseball teams of their spectators, so that t expense of maintaining teams as legitimate employee e tertainment or publicity devices could no longer be jus fied.

Industry came to the conclusion that a participant g a lot more of value out of a game than a spectator do Thus participation has become the end-all of industri sports programs, while crowd appeal, athletic excellen and expertise are definitely of secondary value to manag ment.

This trend, a healthy one, is bound to continue. A with industry realizing at last its role in recreation, well as the obvious health and morale benefits to the fir itself, industrial sports will play an ever more importa part.

1965 Genuine Autographed LOUISVILLE SLUGGER BATS



125
BASEBALL

125
(Flame Tempered)
BASEBALL

125LL
LITTLE
LEAGUE

125Y
SOFTBALL

NOTE: Specifications for these bats are listed on next pages

LOUISVILLE SLUGGER
BATS
HILLERICH & BRADSBY Co
LOUISVILLE, KY.

Autographed LOUISVILLE SLUGGER BATS

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY CO. LOUISVILLE, KY.

125 GENUINE AUTOGRAPHED LOUISVILLE SLUGGER — POWERIZED. Turned from choice, open-air-seasoned white ash with natural finish. Authentic autographed models of the twenty-four sluggers listed below comprise the No. 125 line. An assortment of not fewer than six models is guaranteed to each carton of one dozen. Packed 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 26 pounds..... **Each $4.90**

MODELS:

Henry Aaron	Johnny Callison	Tommy Davis	Roger Maris	Jackie Robinson
Bob Allison	Norm Cash	Nelson Fox	Ed Mathews	Billy Williams
Ernie Banks	Orlando Cepeda	Al Kaline	Tony Oliva	Maury Wills
Yogi Berra	Roberto Clemente	Harmon Killebrew	Brooks Robinson	Carl Yastrzemski
Ken Boyer	Rocky Colavito	Mickey Mantle	Frank Robinson	

125S SPECIAL AUTOGRAPHED LOUISVILLE SLUGGER — POWERIZED. (Not illustrated). Quality and finish identical to No. 125 above, but turned to slightly smaller dimensions for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Listed below are the autographed models in the 125S group. An assortment of not fewer than six models is guaranteed to each carton of one dozen. Packed 4/32", 5/33", and 3/34" bats in each carton. Shipping weight, 24 pounds..... **Each $4.90**

MODELS:

Henry Aaron	Norm Cash	Nelson Fox	Mickey Mantle	Jackie Robinson
Ernie Banks	Rocky Colavito	Al Kaline	Roger Maris	Maury Wills
Yogi Berra	Tommy Davis	Harmon Killebrew	Ed Mathews	Carl Yastrzemski

48 ASH FUNGO — GENUINE LOUISVILLE SLUGGER — POWERIZED. (Not illustrated). Quality and finish identical to No. 125 above. Each carton of one dozen contains three (34") infield and nine (37" and 38") outfield fungoes. Shipping weight, 20 pounds..... **Each $4.90**

125 FLAME TEMPERED — GENUINE AUTOGRAPHED LOUISVILLE SLUGGER. Turned from choice, open-air-seasoned white ash timber. Flame Tempered finish, and burn branded, the same as the bats used by many prominent major league hitters. An assortment of not fewer than six models is guaranteed to each carton of one dozen. Single lengths (33", 34" or 35") of your choice. Shipping weight, 26 pounds..... **Each $4.90**

125S FLAME TEMPERED—SPECIAL AUTOGRAPHED LOUISVILLE SLUGGER. (Not illustrated). Quality and finish identical to 125 Flame Tempered above, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. An assortment of not fewer than six models is guaranteed to each carton of one dozen. All bats of one length (32", 33" or 34") of your choice. Shipping weight, 24 pounds..... **Each $4.90**

H & B BASEBALL BATS

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY CO. LOUISVILLE, KY.

150 GRAND SLAM — Turned from select northern white ash timber, natural white finish. Patterned after the original models of the famous sluggers whose names they bear. Six authentic models guaranteed to each carton of one dozen. Lengths 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 25 pounds..... **Each $3.80**

150S SPECIAL GRAND SLAM — (Not illustrated). Quality and finish identical to No. 150 above, but turned to slightly smaller dimensions for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Six models guaranteed to each carton of one dozen. Lengths 4/32", 5/33", and 3/34" bats in carton. Shipping weight, 24 pounds..... **Each $3.80**

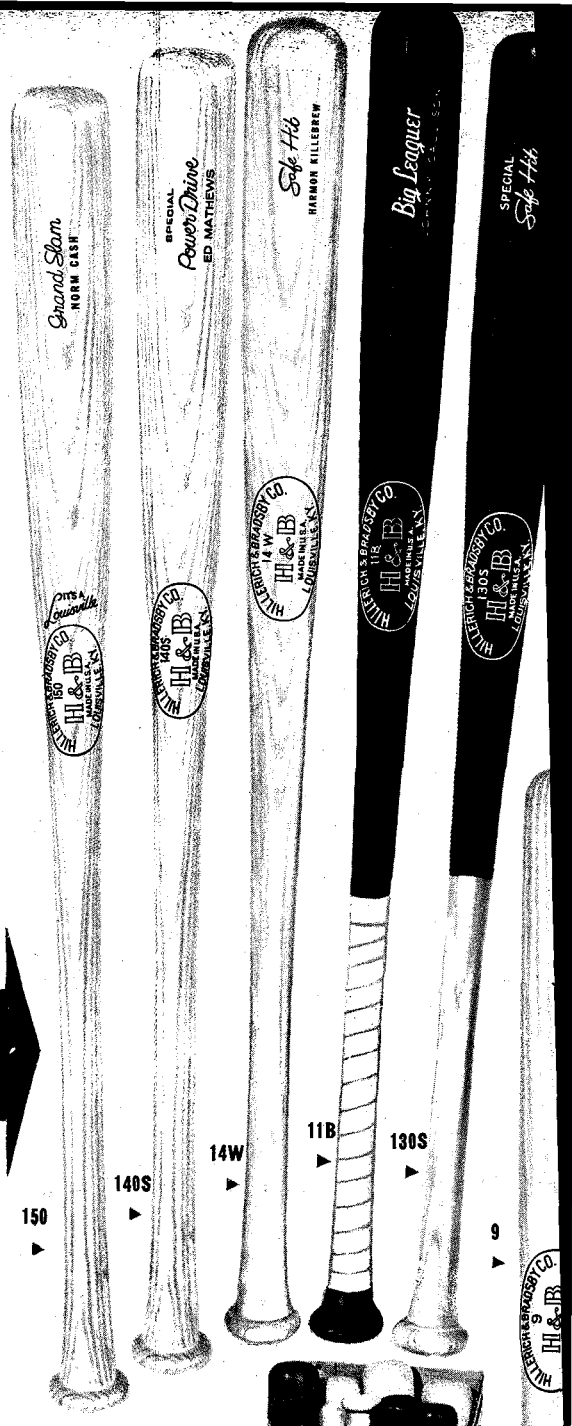
140S SPECIAL POWER DRIVE. Turned from fine white ash, natural white finish. Patterned after the original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Six models guaranteed to each carton of one dozen. Assorted lengths 32" to 34"; shipping weight, 26 pounds..... **Each $3.30**

14W SAFE HIT. Finished in natural ash white and supplied in an assortment of famous sluggers' models in each carton of one dozen. Assorted lengths from 33" to 35"; shipping weight, 26 pounds..... **Each $2.70**

11B BIG LEAGUER. Black finish with white tape grip. An assortment of famous sluggers' models in each carton of one dozen. Lengths range from 32" to 35"; shipping weight, 26 pounds. **Each $2.30**

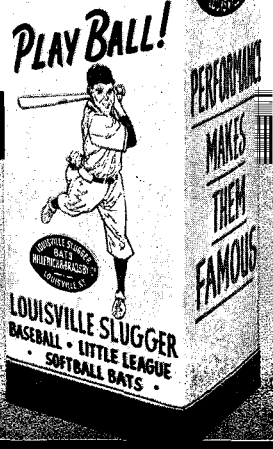
130S SPECIAL SAFE HIT. Turned from ash, with rich dark maroon finish and natural white handle. Patterned after original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Six models guaranteed to the carton of one dozen, assorted lengths 32" to 34"; shipping weight, 25 pounds. **Each $2.30**

9 LEADER. Natural finish. Assorted famous sluggers' models. Assorted lengths, from 32" to 35"; shipping weight, 26 pounds..... **Each $1.80**





BASEBALL • LITTLE LEAGUE • SOFTBALL



LOUISVILLE NO. 500 BAT ASSORTMENT

18 Bats shipped with a hard hitting FLOOR DISPLAY CARTON

Contains:

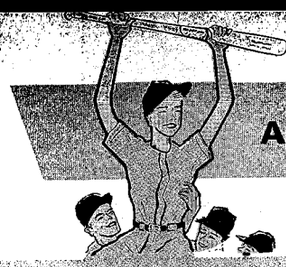
6 BASEBALL BATS — One each of models 125 Flame Tempered, 125S Flame Tempered 150S, 140S, 130S and 9.

4 SOFTBALL BATS — One each of models 100W, 54, 52H and 50.

8 LITTLE LEAGUE BATS — Two each of models 125LL, 125J and J2. One each of models 125BB and JL.

All these bats are illustrated under their proper numbers elsewhere; shipping weight, 34 pounds per unit **$51.95**

JUNIOR BATS



Approved *Little League*

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co. LOUISVILLE, KY.

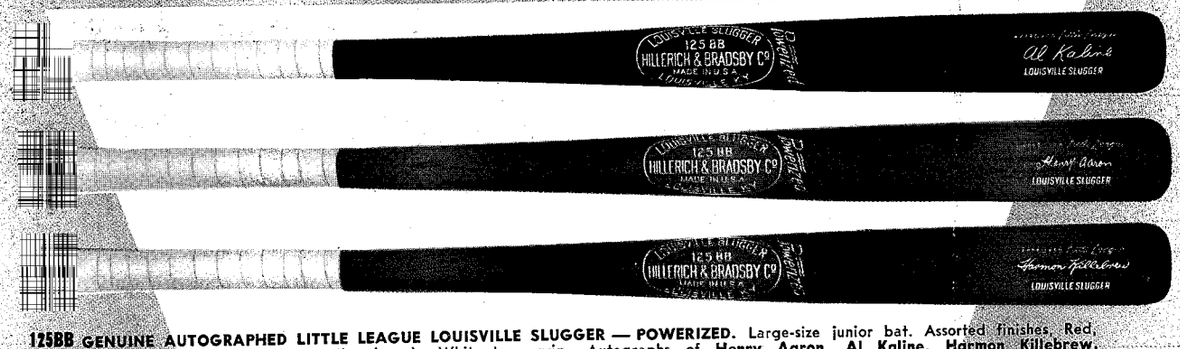
PERFORMANCE MAKES THEM FAMOUS



125LL GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Large-size junior bat. Turned from select, open-air-seasoned white ash and hickory. Bats in each carton of one dozen are natural white finish. Autographs of **Henry Aaron, Al Kaline, Harmon Killebrew, Mickey Mantle, Roger Maris,** and **Ed Mathews.** Packed 1/28", 3/29", 4/30", 3/31", and 1/32" bats in each carton. Shipping weight, 21 pounds..... **Each $3.80**



125LL FLAME TEMPERED — GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Same as the No. 125LL described above except that it has the FLAME TEMPERED finish. Autographs of **Henry Aaron, Al Kaline, Harmon Killebrew, Mickey Mantle, Roger Maris,** and **Ed Mathews.** One dozen in carton. All bats of one length (28", 29", 30", 31", or 32") of your choice. Shipping weight, 20 pounds..... **Each $3.80**



125BB GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Large-size junior bat. Assorted finishes, Red, Blue, and Green (4 of each color to the dozen). White tape grip. Autographs of **Henry Aaron, Al Kaline, Harmon Killebrew, Mickey Mantle, Roger Maris,** and **Ed Mathews.** One dozen in carton. All bats of one length (28", 29", 30", 31", or 32") of your choice. Shipping weight, 21 pounds..... **Each $3.30**



125J GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Medium-size junior bat. Turned from select open-air-seasoned ash. In each carton of one dozen are packed eleven natural white finish, one in new walnut finish. Autographs of **Ernie Banks, Tommy Davis, Harmon Killebrew, Mickey Mantle, Roger Maris** and **Ed Mathews.** Lengths, 1/28", 3/29", 4/30", 3/31" and 1/32". Shipping weight, 19 pounds..... **Each $2.85**



JL LITTLE LEAGUE *"It's a Louisville."* Large size junior bat with two-tone black barrel and white handle finish. Each bat contains the name of one of these famous hitters: **Henry Aaron, Harmon Killebrew, Al Kaline, Mickey Mantle, Roger Maris,** and **Ed Mathews.** One dozen in carton, 28" to 32" lengths. Shipping weight, 20 pounds..... **Each $2.30**



J2 LITTLE LEAGUE. Large-size junior bat. Natural finish. Each bat branded with name of one of these famous hitters: **Henry Aaron, Al Kaline, Harmon Killebrew, Mickey Mantle, Roger Maris,** and **Ed Mathews.** One dozen in carton, 28" to 32" lengths. Shipping weight, 20 pounds..... **Each $1.85**



125K GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Small-size junior bat. Natural finish. Each bat contains the genuine autograph of one of these famous sluggers: **Henry Aaron, Al Kaline, Mickey Mantle,** and **Ed Mathews.** One dozen in carton, 28" length only. Shipping weight, 16 pounds..... **Each $1.70**

Bats for BABE RUTH LEAGUE

Any bat in the Louisville Slugger bat line may be used in BABE RUTH LEAGUE play. However, the "specials" (125S, 150S, 140S, and 130S) are particularly suitable for players of this age group.

Bats for JUNIOR • PONY • COLT BASEBALL

Any bat in the Louisville Slugger bat line may be used in COLT LEAGUE play. For PONY LEAGUE the following are approved: 125S, 150S, 140S, and 130S. Also, any Junior or Little League numbers may be used in Pony League or JUNIOR PONY LEAGUE.

LOUISVILLE SLUGGER

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co. LOUISVILLE, KY.

Softball BATS



125Y LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT. For the consistent hitter, a small-barreled bat with gradual taper to small grip. Finest selection of second-growth ash and/or hickory; antique finish. One dozen to carton, 6/33" and 6/34"; shipping weight, 23 pounds..... **Each $3.70**

125V LOUISVILLE SLUGGER "ORBIT" OFFICIAL SOFTBALL BAT. For strong hitters — a new bottle-shaped model, only recently designed, with a long, large barrel (2¼" in diameter) that tapers down abruptly to a medium handle. White ash with natural finish. White tape grip. One dozen in carton. 4/32", 4/33", and 4/34". Shipping weight, 24 pounds.... **Each $3.70**

300A LOUISVILLE SLUGGER "ATLAS" OFFICIAL "POWERIZED" SOFTBALL BAT. Ash and/or hickory timber finished in natural white. Large barrel (new maximum size — 2¼" in diameter). White tape grip. Packed one dozen in carton, 6/32" and 6/33". Shipping weight, 22 pounds. **Each $3.70**

250GS LOUISVILLE SLUGGER "GRAND SLAMMER" OFFICIAL SOFTBALL BAT. For the power hitter who wants to put plenty of wood on the ball. Popularly described as the "Potato Masher" design. Large and very long barrel (2⅛" in diameter) tapering abruptly to handle. Natural finish, ash. White tape grip. Packed one dozen to carton. 6/33" and 6/34". Shipping weight 28 pounds..... **Each $3.70**

300B LOUISVILLE SLUGGER "THOR" OFFICIAL "FLAME TEMPERED" SOFTBALL BAT. Turned from quality ash and/or hickory, flame tempered finish. Large barrel (new maximum size — 2¼" in diameter), white tape grip. Packed one dozen assorted models to carton (4/32", 4/33", and 4/34"). Shipping weight 22 pounds..... **Each $3.50**



125SP LOUISVILLE SLUGGER "SLOW-PITCH" SOFTBALL BAT — ASSORTED OFFICIAL MODELS. Designed for the rapidly expanding game of slow-pitch softball and the more experienced player preferring a bat with more heft. Antique finish ash and/or hickory. One dozen in carton, 6/33" and 6/34"; shipping weight, 26 pounds..... **Each $3.50**

125W LOUISVILLE SLUGGER "SPEED SWING" OFFICIAL SOFTBALL BAT — POWERIZED. Assortment of popular models packed in carton of one dozen. Turned from select ash and/or hickory. Finished in natural ash white. Lengths, 6/33" and 6/34"; shipping weight, 23 pounds..... **Each $3.50**

125B LOUISVILLE SLUGGER "METEOR" OFFICIAL SOFTBALL BAT — POWERIZED. A splendid assortment of models that will meet requirements of the various types of hitters. Turned from select ash and/or hickory; maroon finish. One dozen in carton, 6/33" and 6/34"; shipping weight, 22 pounds **Each $3.50**

250B LOUISVILLE SLUGGER "ROCKET" SOFTBALL BAT — ASSORTED OFFICIAL MODELS. A splendid variety of models—answers full team requirements. Turned from select ash and/or hickory; ebony finish. One dozen in carton, 6/33" and 6/34"; shipping weight, 23 pounds..... **Each $3.50**

LOUISVILLE SLUGGER and H & B SOFTBALL BATS



125L LOUISVILLE SLUGGER "VENUS" OFFICIAL SOFTBALL BAT — POWERIZED. For girl hitters. A small-barreled bat with gradual taper to a small grip. Natural white finish northern white ash. One dozen in carton, 33" length; shipping weight, 20 pounds.....Each $3.50



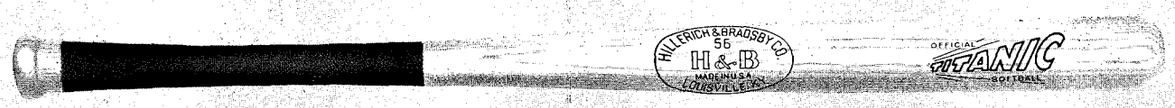
102 LOUISVILLE SLUGGER "SWING KING" OFFICIAL SOFTBALL BAT. Assorted popular softball models of first quality ash and/or hickory. Oil Tempered and finished in saddle brown. Packed one dozen to carton, 6/33" and 6/34"; shipping weight, 23 pounds.....Each $2.90



100W LOUISVILLE SLUGGER "DART" OFFICIAL SOFTBALL BAT. Assorted popular softball models. Turned from high quality ash and/or hickory. Natural white finish and Oil Tempered. One dozen in carton, 6/33" and 6/34"; shipping weight, 23 pounds.....Each $2.90



300C LOUISVILLE SLUGGER "MARS" OFFICIAL "SLOW-PITCH" SOFTBALL BAT. Ash and/or hickory finished in ebony. White tape grip. (New maximum size — 2¼" in diameter). Packed one dozen to carton 6/32" and 6/33". Shipping weight 22 pounds.....Each $2.90



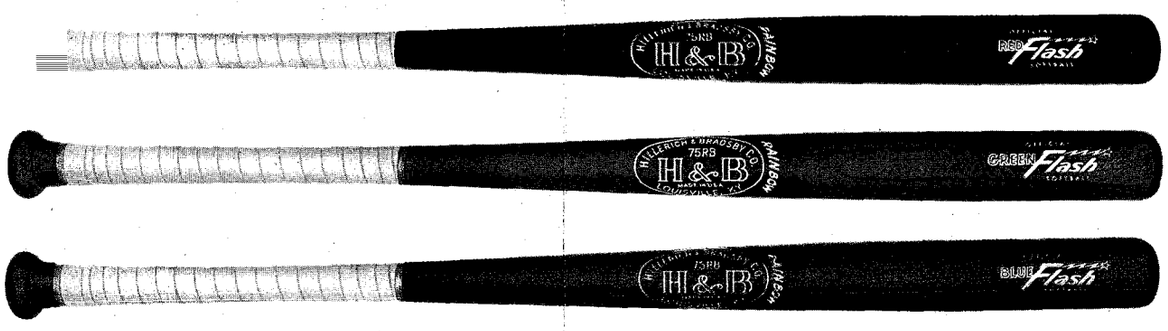
56 It's a Louisville "TITANIC" OFFICIAL SOFTBALL BAT. Natural finish. Ash and/or hickory. Green zapon grip. One dozen assorted models in carton, 33" and 34" lengths; shipping weight, 23 pounds.....Each $2.20



54 It's a Louisville "JET POWER" OFFICIAL SOFTBALL BAT. Assorted models turned from ash and/or hickory. Brown finish and black zapon grip. One dozen in carton, 6/33" and 6/34"; shipping weight, 23 pounds.....Each $2.20

75RB RAINBOW SOFTBALL BAT ASSORTMENT

75RB H & B RAINBOW ASSORTMENT OF "RED FLASH," "GREEN FLASH" AND "BLUE FLASH" SOFTBALL BATS. An Assortment of softball models finished in bright red, green and blue with gold branding. Solid white tape grip. Four bats of each finish to each carton of one dozen, 6/31" and 6/32" lengths; shipping weight, 21 pounds.....Each $2.70



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LOUISVILLE SLUGGER and H & B SOFTBALL BATS



54L *It's a Louisville* "SWATTER" OFFICIAL GIRLS' MODEL. Natural white finish ash with blue zapon grip. One dozen in carton, 33" length; shipping weight, 20 pounds.....Each $2



52H "RANGER" OFFICIAL SOFTBALL BAT. Turned from ash and/or hickory and finished in ebony. One dozen assorted models to carton, 33" and 34" lengths; shipping weight, 23 pounds.....Each $1



51H "TRU-HIT" OFFICIAL SOFTBALL BAT. Turned from ash and or hickory; maroon finish and gray zapon grip. Assorted models. One dozen to carton, 33" and 34" lengths; shipping weight, 23 pounds.....Each $1.



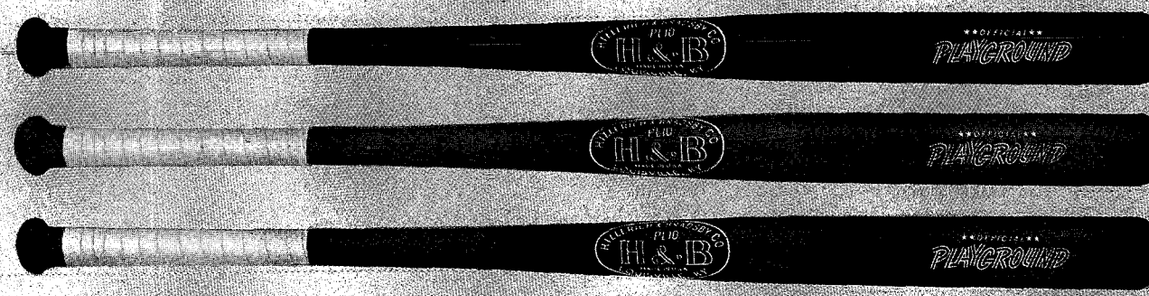
50 "WALLOPER" OFFICIAL SOFTBALL BAT. Brown finish. One dozen assorted models to carton, 33" and 34" lengths; shipping weight, 23 pounds.....Each $1.

RECREATION AND PLAYGROUND BATS

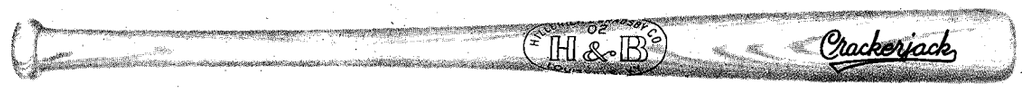
These newly developed models were specially designed to fill the need for all-purpose bats in Recreation and Playground play.



RC5 LOUISVILLE SLUGGER OFFICIAL "RECREATION" BAT. Natural ash finish. Blue foil branding. White tape grip. One dozen in carton. All bats single length (28", 29", 30", 31", or 32") of your choice. Shipping weight, 20 pounds.....Each $2.9



PL10 OFFICIAL PLAYGROUND BAT. An assortment finished in Red, Blue, and Green (4 of each color to the dozen) with gold foil branding. White tape grip. One dozen in carton — assorted models only, 28" to 32". Shipping weight, 20 pounds.....Each $1.8



02 CRACKERJACK BAT. Small boy's bat. Golden finish, burn branded. Three dozen in carton, 28" length only. Shipping weight, 45 pounds.....Each $1.0

In Softball as in Baseball LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY CO. LOUISVILLE, KY. *One Trademark stands Supreme*

H ★ B

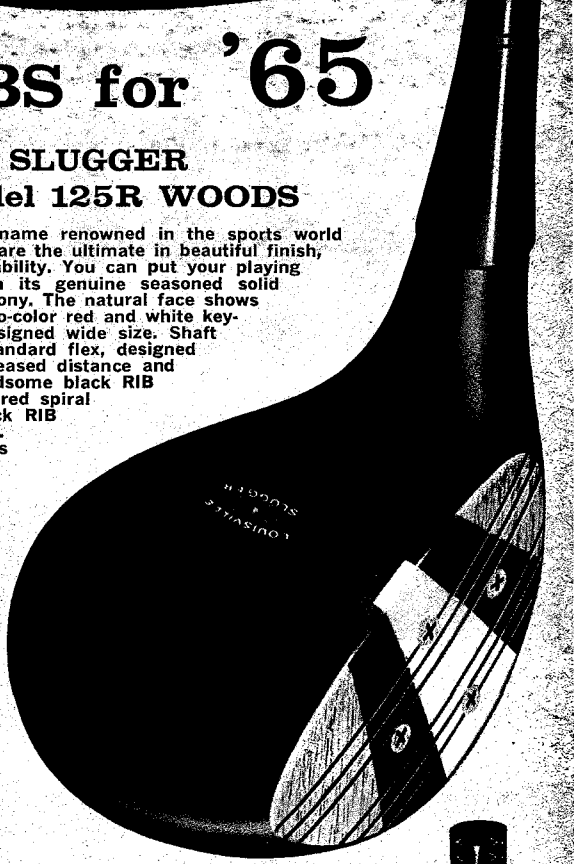
GOLF CLUBS for '65



LOUISVILLE SLUGGER
Model 125 and Model 125R WOODS

Designed to proudly carry on the trade name renowned in the sports world since 1884, LOUISVILLE SLUGGER woods are the ultimate in beautiful finish, precision craftsmanship and smooth playability. You can put your playing confidence in this exceptional club with its genuine seasoned solid persimmon head finished in handsome ebony. The natural face shows the fine wood graining at its best. The two-color red and white keystone fiber face insert is of the newly-designed wide size. Shaft is new H & B SUPER ATLAS chrome, standard flex, designed by Hillerich & Bradsby engineers for increased distance and control to the shot. Choice of grips—handsome black RIB GUIDE embossed leather, spiral grooved, red spiral stripe with gold stitching or H & B black RIB GUIDE rubber grip with gold indentations.
LEFT-HAND also available in Model 125 as described above. Model 125 also available in 44" length with SUPER ATLAS stiff shaft and slightly over-size grip.
Right-hand or left-hand at no extra charge.

Set—Wood Nos. 1, 2, 3, 4 . . . . . $106.00
Individual Clubs (including No. 5 wood) . . . . . $ 26.50



LOUISVILLE ★ SLUGGER

LOUISVILLE SLUGGER clubs are matched for swing weight and all other specifications.

LOUISVILLE SLUGGER
Model 12564 and Model 12564R
IRONS

Levelume-Plated Heads

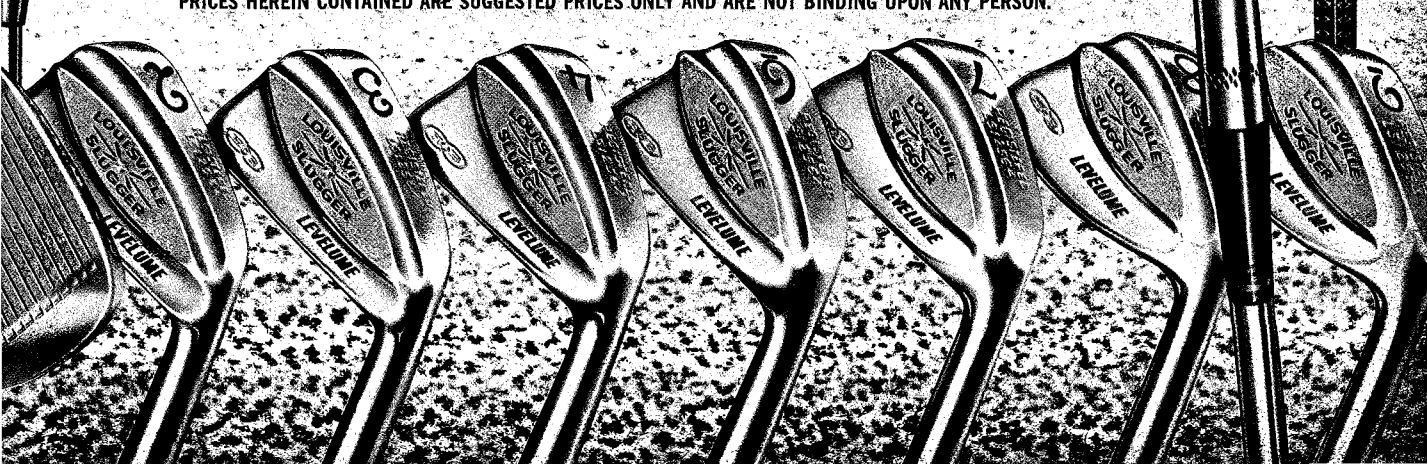
Craftsmanship, precise design and functional beauty combine to make this LOUISVILLE SLUGGER iron worthy of the famous name in sports it bears. Head is up-to-date version of the play-proven Scotch-type design. The eye-catching style of the back is contemporary concept of the famous oval, fashioned to place the weight directly behind the ball for more accuracy and greater distance. It is powerful looking. Plated with LEVELUME—the latest in high nickel-content decorative surface for practical attractiveness and day-in and day-out durability and resistance to corrosion. Shaft is new H & B SUPER ATLAS chrome, standard flex, designed by Hillerich & Bradsby engineers for increased distance and control to the shot. Choice of grips—finest black RIB GUIDE embossed leather, spiral grooved, red spiral stripe with gold stitching or H & B RIB GUIDE black rubber grip with gold indentations.
LEFT-HAND also available in Model 12564 as described above. Model 12564 also available in 39½" length with SUPER ATLAS stiff shaft and slightly over-size grip—right-hand or left hand at no extra charge.

Set—Nos. 2 thru 9 and putter $180.00
Individual clubs (including pitching wedge and wedge) . . . . . $ 20.00

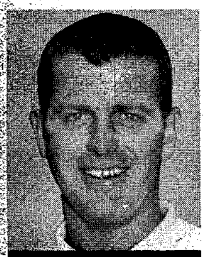
RADIO-FREQUENCY PENETRATION SEASONING OF WOOD HEADS. H & B Persimmon Heads are electronically seasoned. This revolutionary process completely eliminates drying stresses in wood heads so that they do not distort or stress-crack in manufacture or play.



PRICES HEREIN CONTAINED ARE SUGGESTED PRICES ONLY AND ARE NOT BINDING UPON ANY PERSON.



Several Members of the HILLERICH & BRADSBY Professional Panel



Bobby Nichols
PGA Champion



Frank Beard



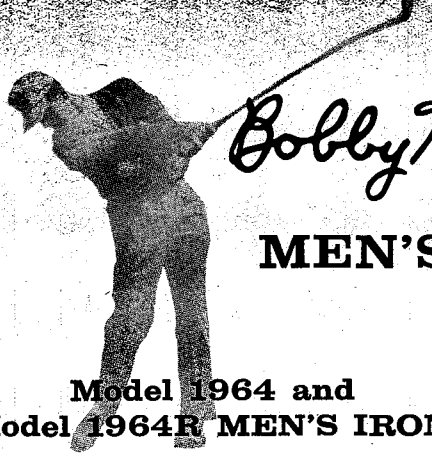
Gay Brewer



Miller Barber



Patsy Hahn



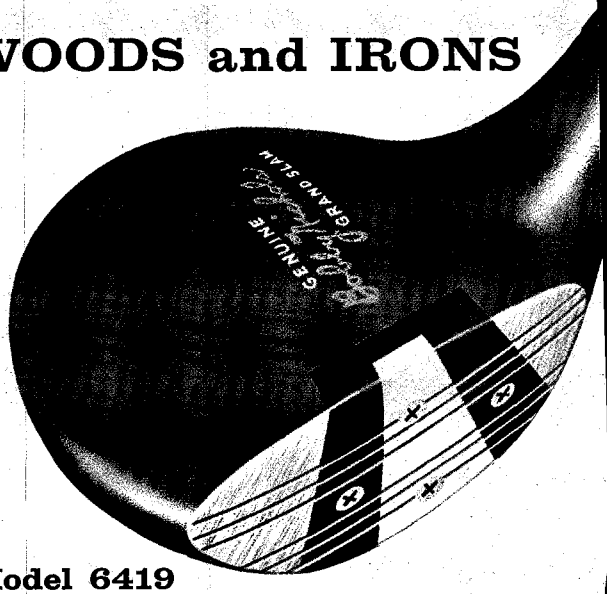
Bobby Nichols GRAND SLAM

MEN'S WOODS and IRONS

Model 1964 and Model 1964R MEN'S IRONS

Levelume-Plated Heads

Craftsmanship and playability features to inspire the golfer to lower scores, characterize this genuine autographed BOBBY NICHOLS GRAND SLAM iron. Back design is reverse double flange to place the weight directly behind the ball for added distance. LEVELUME-plated for highest degree of attractiveness and durability. Standard flex shaft is H & B THOR pattern known for its faithful transfer of power to the ball. Embossed brown RIB GUIDE spiral grooved leather grip with black spiral stripe and gold stitching or Golf Pride Trophy black rubber with gold indentations.
RIGHT-HAND ONLY.
Set—Nos. 2 thru 9 and putter $117.00
Individual clubs (including pitching wedge and wedge) ..... $ 13.00





H ★ B

Model 6419 and Model 6419R MEN'S WOODS

Solid Persimmon Heads

In the tradition of H & B's famous GRAND SLAM name, this wood with the autograph of BOBBY NICHOLS, outstanding tournament-playing professional and a member of H & B's Golf Advisory staff, exemplifies more than four and a half decades of fine clubmaking experience. The selected, seasoned genuine persimmon head with its deep face and pleasing Fruitwood finish is beauty to behold. Face insert of fiber is newly-designed wide size black keystone with white inlay. THOR chrome shaft, standard flex. Both RIB GUIDE grips offer coordination of color: fine brown embossed leather, spiral grooved, with black spiral stripe and gold stitching or Golf Pride Trophy black rubber with gold indentations.
Both models RIGHT-HAND ONLY.
Set—Nos. 1, 2, 3, 4 ..... $80.00
Individual Clubs (Including No. 5 wood) $20.00

Bobby Nichols LOUISVILLE

MEN'S WOODS and IRONS

Levelume-Plated Heads



Model 8263R MEN'S IRONS

Genuine autographed BOBBY NICHOLS LOUISVILLE iron for the golfer who wants eye-catching beauty and craftsmanship for a moderate investment. Durable LEVELUME-plated chrome steel head has modern flange back. Shaft is popular MARS medium flex. Golf Pride Victory white rubber grip with blue indentations.
ALSO AVAILABLE IN LEFT-HAND. (Except no pitching wedge available in left-hand model.)
Set—Nos. 2 thru 9 and putter* $85.50
Individual Clubs (including pitching wedge—right-hand only—and wedge) ..... $ 9.50
*Putter to match Model 8263R is new "Louisville Lou" BN, a two-way putter—LEVELUME-plated satin finish "rocker" blade with chrome shaft and Golf Pride Victory white rubber grip with blue indentations.

Model 3263R MEN'S WOODS *Solid Persimmon Heads*

Good looks and playability without comparison at a moderate price. Genuine autographed BOBBY NICHOLS LOUISVILLE wood has selected seasoned persimmon head of medium depth, finished in rich mahogany. Natural face with contrasting black and red fiber insert for attractive appearance. Just right swing feel in MARS medium flex chrome shaft. White Golf Pride Victory rubber grip with blue indentations.
ALSO AVAILABLE IN LEFT-HAND.
Set—Nos. 1, 2, 3, 4 ..... $52.00
Individual Clubs (Including No. 5 wood) $13.00

sonized® • All Wood Heads of the H & B Line elsonized—A marvelous stabilizing process that resists ure and prevents swelling or shrinkage.

Patsy Hahn GRAND SLAM

LADIES' WOODS and IRONS





Solid Persimmon Heads

odel 6764 ADIES' IRONS

Levelume-Plated Heads

he lady golfer who seeks the winning bination of functional beauty and easy ability in her golf irons. The attractive gn of the head is modern double ge. Head is LEVELUME-plated for pro- on against pitting and corrosion from nful chemicals in the atmosphere or he course. Ladies' flex THOR shaft for and balance close to perfection. Grip nest quality embossed leather, spiral ved in lovely brown with black spiral gold stitching.
O AVAILABLE IN LEFT-HAND.
-Nos. 2 thru 9 and putter $117.00
vidual Clubs (including pitching wedge and wedge) . $ 13.00

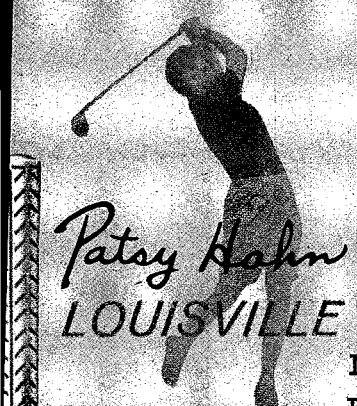
Model 67 LADIES' WOODS

Features and style to delight the lady golfer make up this splendid wood club, autographed by H & B's outstanding tournament-playing proette. It provides traditional GRAND SLAM craftsmanship and beauty. Head is medium deep, seasoned, genuine persimmon finished in a glistening Fruitwood. Newly-designed, wide size black and white fiber face insert adds eye-pleasing contrast. Ladies' flex THOR shaft, ideally fitted to the style and requirements of women golfers. Handsome brown embossed leather RIB GUIDE grip, spiral grooved, with black spiral and gold stitching.
ALSO AVAILABLE IN LEFT-HAND.
Set—Nos. 1, 2, 3, 4 . . . . . $80.00
Individual Clubs (Including No. 5 wood) $20.00

GISTER NUMBERS ON WOOD CLUBS • *register numbers on the soles of od clubs signify the weight, length, l model. Reading from right to left, first two digits indicate the weight, third and fourth digits indicate gth and the remaining digits ometimes two and sometimes three) present the model number.*

LEVELUME—THE ULTIMATE IN NICKEL-CHROMIUM PLATING • *All H & B iron clubs are plated with LEVELUME. This embraces the latest concept in what is popularly known as chrome. A heavy layer of nickel applied prior to the chromium finish insures a permanent attractiveness and protection. LEVELUME is handsome and eye-catching. It resists corrosion and pitting from harmful chemicals in the atmosphere or on the course. There is no finer plating for golf clubs.*

RIB GUIDE GRIPS • *The grips of all H & B woods and irons have the popular RIB GUIDE built in. This very useful feature—a rib that runs down the back of the grip—has a comfortable feel and helps to guide the hands and fingers into proper gripping position.*



Patsy Hahn LOUISVILLE

Levelume Plated Heads



Model 6564R LADIES' IRONS

This moderately priced genuine PATSY HAHN autographed iron provides the lady golfer with an attractive and durable club. Modern flange back head is LEVELUME-plated for protection against pitting and corrosion. Ladies' flex MARS shaft. Golf Pride Victory white rubber grip with blue indentations. RIGHT-HAND ONLY.
Set—Nos. 2 thru 9 and putter* $85.50
Individual Clubs (including wedge) . . . . . $ 9.50

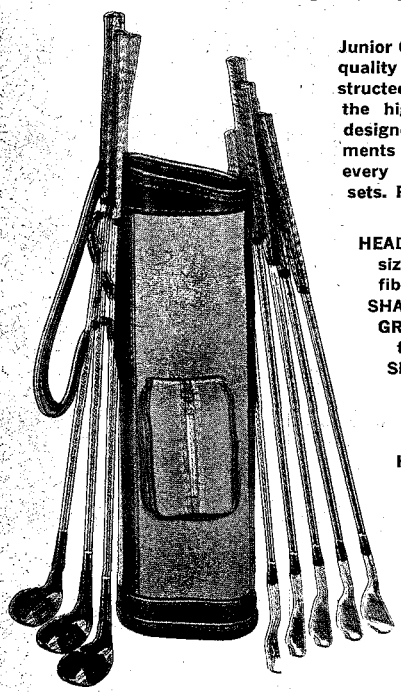
**Putter to match Model 6564R is new "Louisville Lou" 65L, a two-way putter—LEVELUME-plated satin finish "rocker" blade. Chrome shaft and Golf Pride Victory rubber grip with blue indentations.*

Model 65R LADIES' WOODS

Genuine Persimmon Heads

Genuine PATSY HAHN autographed wood, moderately priced, has smart mahogany finished genuine persimmon head. Finish shows off the subtle graining of the wood in attractive manner. Black and red fiber face insert. Ladies' flex MARS shaft for easy playability. White Golf Pride Victory grip with blue indentations to complement the appeal of this attractive club.
RIGHT-HAND ONLY.
Set—Nos. 1, 2, 3, 4 . . . . . $52.00
Individual Clubs (Including No. 5 wood) $13.00

JUNIOR GRAND SLAMS



Junior Grand Slam Golf Clubs are of H & B quality throughout and are sturdily constructed by the same craftsmen who make the highest priced models. Specifically designed to meet the particular requirements of young golfers, these clubs offer every advantage of the finest matched sets. RIGHT-HAND only.

JUNIOR WOODS

HEAD — Genuine Persimmon, medium-sized, finished in fruitwood with black fiber keystone insert.
SHAFT—Special with junior flex.
GRIP — White rubber with RIB GUIDE feature.
SET — No. 1 Wood 39", No. 2 Wood 38½", No. 3 Wood 38" $39.00
Individual clubs $13.00

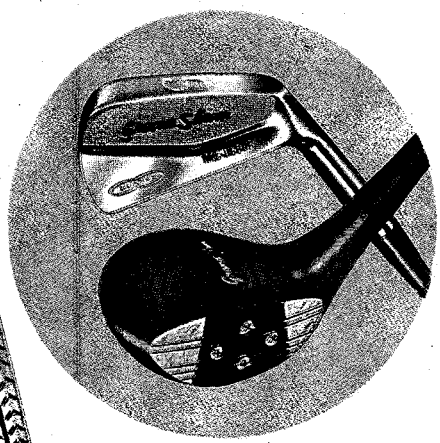
JUNIOR IRONS

HEAD — Forged steel with bright LEVELUME chrome plating. Pyramid flange back.
SHAFT — Special, with junior flex.
GRIP — White rubber with RIB GUIDE feature.
SET — No. 3–35", No. 5–34", No. 7–33", No. 9–32½", and putter 31½" $45.00
Individual clubs . . . . . $ 9.00

SPECIAL JUNIOR OUTF

This four-club—plus bag—special Grand Slam junior ou ideal for the young. Consists of a No. 2 Wood, Nos. 3 irons, and putter in a tough canvas, ribbed bag. No other bination of junior clubs is available in this outfit at this s price. . . . . $





AUXILIARY CLUBS

SUPER CLEEK (No. 5 Wood) — All wood models (except Juniors) in the 1965 H & B Golf Club line have a No. 5 Wood (Super Cleek). See individual model descriptions for prices.

CHIPPER—This handy approach iron was designed expressly for run-up shots. Same length as putter, has up-right lie and, slightly lofted face. Flange sole head with shallow blade. LEVELUME nickel chrome-plated. THOR shaft. RIB GUIDE red leather grip. $13.00

UTILITY CHIPPER—Precision Crafted LEVELUME-plated head with sand-blast scored face area. THOR pattern shaft, with fine quality leather grip. $13.00

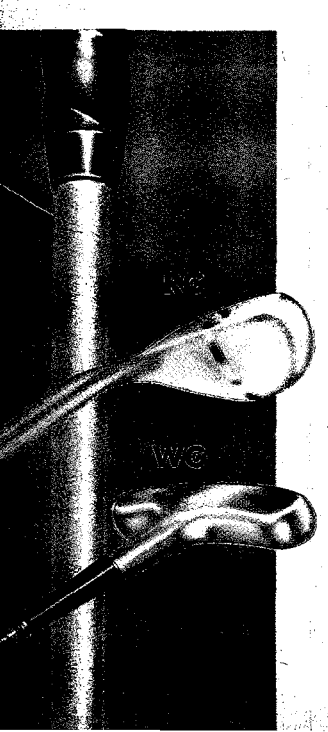
PITCHING WEDGE—All iron models (except Juniors, Model 8263R LEFT-HAND, and model 6564R) in the 1965 H & B Golf Club line have a pitching wedge. Check prices and description in model desired.

No. 1 irons are available in Louisville Slugger Models 12564, 12564R, 12564 in 39½" length with stiff shaft (left-hand only). Bobby Nichols Grand Slam Models 1964 (right-hand only) and 1964R (right-hand only).



***CLUB LENGTHS** • Men's woods based on 43" No. 1 wood. Ladies' woods are based on 41½" No. 1 wood. Men's irons match 38½" No. 2 iron. Ladies' irons match 37½" No. 2 iron.*





SPECIAL PUTTERS

MODEL N "NO CHOKE"—Aluminum mallet-type head with brass back. Golden finish aluminum shaft. White pistol-type rubber grip. Right hand only. $20.00

MODEL A "UP-AN'-IN"—Aluminum mallet-type head of shallow depth—offset neck. Satin finish with bright sweet spot on face and bright guide line across top. Equipped with black GRIP RITE rubber grip, flat on top side.
Right-hand only $13.00

MODEL AW "UP-AN'-IN"—Same head style as Model A. Shaft of antique-finished, choice quality hickory—long distinguished for its fine feel. $13.00

MODEL C "EQUALIZER"—Brass head with shallow, thick, two-way "rocker" blade for right- or left-handed golfers. Golden finished shaft. Equipped with rubber pistol-style grip, flat on top side. $13.00

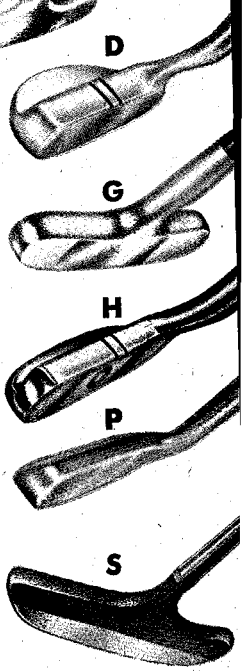
MODEL D "ONE-PUTT-JOHN" — Forged from brass but with satin chrome finish. Mallet-type head of shallow depth with extreme gooseneck. Fancy perforated RIB GUIDE leather grip, spiral grooved, flat on top side. Right-hand only. $13.00

MODEL G "LAST CHANCE"—Forged steel head with shallow, thick, two-way "rocker" blade for right- or left-handed golfers. Satin LEVELUME nickel chrome-plating. GRIP RITE rubber grip, flat on top side. $13.00

MODEL H "STINGER"—Forged steel head with LEVELUME nickel chrome plating. Shallow thick blade with wide top edge and very wide flange sole; gooseneck. Leather RIB GUIDE grip, fancy perforated with spiral grooving—flat on top side. Right-hand only. $13.00

MODEL P "PAR POKER"—Bronze head with shallow blade. Wide, beveled, top edge. Very long hozel. Golden finish shaft. Fancy perforated, spiral grooved, RIB GUIDE leather grip, flat on top side. Right-hand only. $13.00

MODEL S "TWO-WAY" — Medium deep "rocker" type chrome finished head. Flared tip satin chrome shaft. Black rubber grip with white indentations. Flat on top side. $13.00



GLASS SHAFT PUTTERS

MODEL RG "FANCY DAN"—See description of Model A. Same except for TRU-GLASS shaft and pistol-type, white rubber grip. $13.00

MODEL WG "THE HOL'D OUT"—See description of Model C. Same except for the TRU-GLASS shaft and GRIP RITE rubber grip. $13.00

Printed in U.S.

HILLERICH & BRADSBY CO., LOUISVILLE, KENTUCKY 40201

cilities and Equipment Requirements f a Beginning Employee Music Group

e first question often asked when a new employee ecreation activity is proposed is How much is it going t, or What is it going to require in the way of equip- Here we tell some of the recommended facilities and ment requirements for starting and running an em- e music group. Not all items are absolutely essential, urse.

ehearsal Room

hether it be a band, orchestra, chorus or all three, a rsal room of some kind is essential. Ideally, it should spacious room with good lighting, a room that is tically treated, and one that has controllable tempera- for both summer and winter.

the company has no space, perhaps arrangements can ade for one of the music rooms of the public schools, r space in some other nearby building.

isers

hough not necessary at the outset, risers are a desirable eventually. For the band or orchestra, the semi- lar staging should be about four feet wide, each tier g about six inches above the other. For greatest economy, isers should be in movable sections so that they can be sported from the rehearsal room to the concert loca-

odium

Whether or not the instrumental and vocal groups are isers or not, the conductor must have a podium so that s raised above the performers and can be seen. A portable form four feet square that is solidly built is adequate. course, podiums can be circular in shape, or made in any gn.

Chairs

he chairs can be of the folding variety and these are ely used. But it is best to have chairs that help the formers sit in a good playing posture. Many companies e chairs specifically designed for instrumental and vocal formers.

Music Stands

Music stands may be either the player's responsibility, or a t of the organization's permanent equipment. The folding nds are adequate, but it is much more satisfactory to have fessional stage stands with wide shelves. They are solidly lt and can be easily adjusted for good vision. Their ap- rance, too, is much nicer.

Music Files

t goes without saying that the groups must have sheet sic. Building a music library is a gradual and somewhat ensive investment. The expense of music justifies the chase of files that will make it possible to keep the music order and in good condition. Sheet music is usually x 11 inches, so that regular office files suffice. Of course, d marches are written so that they may be placed on rument lyers for marching. If you have a marching band, you will eventually want file drawers to accommodate the smaller sheet music.

7. Sorting Shelves

Obviously not an essential item, the sorting rack is an important facility. It is like a bookshelf in appearance with the exception that the shelves are at a music-stand angle for the purpose of sorting music for filing or distribution. After a concert, for example, the music must be taken from the individual players and filed. If each selection can be spread out on the rack, the music can quickly be accumulated in proper order. Likewise before a performance, a new selection can be quickly laid out and accumulated for each player's folder.

8. Mending Machine

You should have a supply of clear tape for mending tears in the music. There are edging machines available, too, that will enable you to put an edge of plastic tape around the music to protect it from tearing. The machine is not expensive and the music lasts a great deal longer with this kind of protection.

9. Music Folders

Each player needs a folder for the music that is currently being rehearsed. Plain manila folders are sufficient. Some music stores have very fine folders available free of charge as a service to local music groups.

10. Instruments

Most instruments should be owned by the individual players. It is not unusual, however, that an organization own the Sousaphones, tympani, bass drum, parade drums, and cymbals. In some instances, they may own bassoons, oboes, English horns and French horns. Wherever possible, it's best if the instruments are owned by the players.

11. Instrument Storage

Anything as expensive as instruments must be well cared for. They should not only be in cases, but there should be a good storage location where the temperature is even, and they may be safe from fire, water, and theft. Such lockers can be built by anyone who is good at cabinet making.

12. Uniforms

Band uniforms, tuxedos for the orchestra, or choir robes should probably be the last item purchased for an employee music group. It is important that the group first prove itself in performance. There is nothing that looks so ridiculous as a beautifully outfitted group that performs badly.

Good uniforms require dust- and moth-proof closeting. If the closet can be lined with cedar and tightly sealed from dust, the uniforms will last much longer. Again a handy company carpenter could build this equipment without much expense.

All music facilities may be as elaborate or as modest as one can afford. It is good economy, however, to provide protection and proper storage facilities for the instruments and wardrobe, since replacement and maintenance costs can be high.

THE AMATEUR SOFTBALL ASSOCIATION OF AMERICA



SALUTES INDUSTRY IN SPORTS

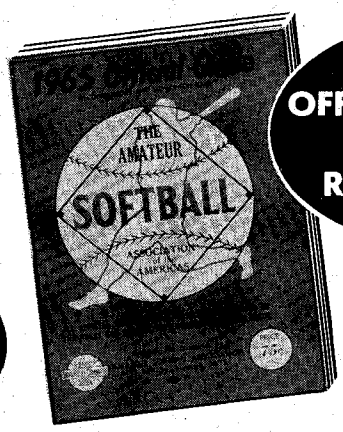
Governing body of softball in the United States, and affiliated with the International Softba Federation, United States Olympic Association, Amateur Athletic Union, National Recreatio Association and National Industrial Recreation Association. A not for profit corporation, inco porated and dedicated to develop and perpetuate interest in softball and to further the spi of sportsmanship among the youth of America.



BALLS AND STRIKES

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Balls and Strikes, 11 Hill St. 201, Newark 2, N. J. or write for details.



OFFICIAL GUIDE AND RULE BOOK

The 1965 Fast and Slow Pitch Softball rules have been completely recodified, and are a must for every softball player and manager. This is the only official guide and rule book of the International Joint Rules Committee on Softball. Delivery March 1st, 1965. Special prices to Industry, list 75¢ per copy. Send your order now to Amateur Softball Ass'n. 11 Hill St., Newark 2, N. J. to insure prompt delivery.

THE AMATEUR SOFTBALL ASSOCIATION WELCOMES INQUIRY FROM INDUSTRY

Our services are free to members of the National Industrial Recreation Association as Affiliate Members. Write the National Office, 11 Hill St. Suite 201, Newark 2, New Jersey for the name and address of our local representative, and for information on our activities. We will gladly assist you with your softball problems.

NIRA Newsletter

23, NO. 2 ©1965 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION MARCH 1965

lms Deadline Is April 15, vards at Milwaukee Conference

ter a lapse of one year, competi- n the Helms Industrial Recreation d program begins again for quali- ompanies, with awards to be an- ced in special ceremonies at the aukee Conference of NIRA in May. y NIRA member firm can enter ompetition—and *all* are urged to o—with the deadline for entries April 15, 1965.

cept for the past year, the Helms rd is given yearly by NIRA to the member firms whose contributions e field of employee recreation have most significant. The award is the est honor which a company can win ugh excellence in the field of in- rial recreation.

uring the past year, a special NIRA mittee studied ways of improving the petition and making the award a e meaningful index of a particular pany's excellence in the field of em- ee recreation.

mong the committee's recommenda- s are the following new rules:

-Any NIRA member may nominate ther NIRA company.

-After receiving the award, com- ies are ineligible for three years.

-Much less stress will be placed on ensive facilities, and much more stress ingenuity and good use of available urces.

-Judging will be done by a committee posed of the NIRA president-elect, e former Helms winners, and one gnized leader in the recreation field o is not affiliated with NIRA.

he actual judging of the Helms en- s will be done at the NIRA Confer- e in Milwaukee. Holed up in private rters far away from the hustle and le of the conference, the committee meet for as long as it takes to review and judge all entries.

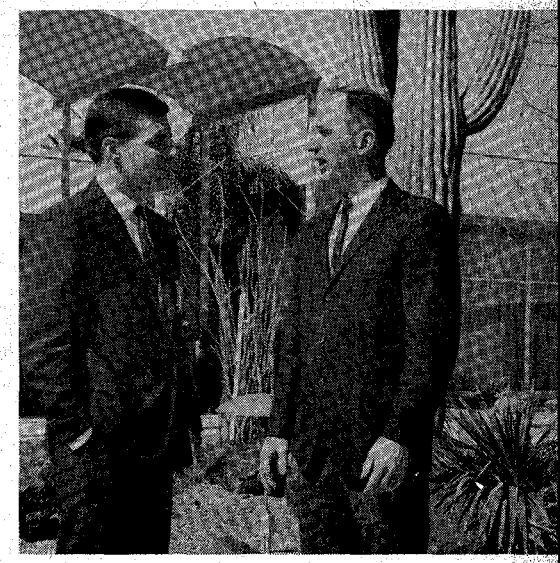
Five firms will be chosen to receive awards—one for each of the five NIRA membership categories. Each will receive an engraved wall plaque. In addition, an overall award will be made to the company with the best program out of the five, and that firm will take home the Helms traveling award to keep until a new winner is chosen in 1966.

The award was instituted in 1959 by the Helms Athletic Foundation, Los Angeles, to help focus public attention on the achievements of American and Canadian industry in providing recreation for their employees, and to recognize the achievements of the recreation directors through whose efforts the programs are made possible.

Entries will be judged according to the six major areas of activity during the past year, including 1) NIRA participation, 2) leadership, 3) program, 4) organization, 5) financing, and 6) major achievements during 1964.

Winners during the last year of competition were: Helms Award—Goodyear Tire & Rubber Co.; Class AA—Flick-Reedy Corp.; Class A—Faultless Rubber Co.; Class B—Salt River Project; Class C—IBM Corp.

Complete nomination forms have been mailed to all NIRA member firms. If you need additional information, write Helms Industrial Recreation Award, % NIRA, 20 N. Wacker Drive, Chicago, Ill. 60606.



Ken Leonard (right), Region VII Conference Chairman, talks with guest speaker Glenn Swengros, President's Council on Fitness, at meeting in Scottsdale, Ariz. (Story on next page.)

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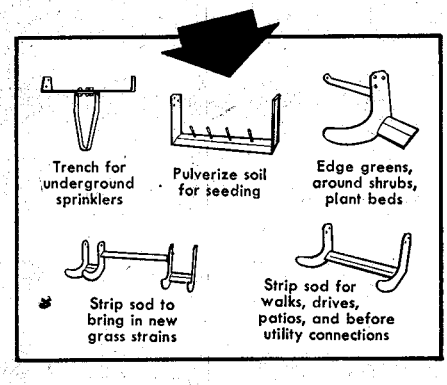
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Head table at Scottsdale banquet included (l to r) NIRA President Frank Davis, Lockheed-Cal Co.; Mrs. Newt West; Glenn V. Swengros, President's Council on Fitness, and NIRA Vice Pr Newt West, Helms Bakeries.

Scottsdale Hosts Record Crowd At Region VII Conference Meet

Of all NIRA regional conference meetings, the largest one for 15 years almost without exception has been the Region VII "Western Conference", which is usually held in California. Perhaps the largeness of the crowds can be attributed to Region VII's great distance from the usual sites of the annual National Conference.

On the other hand Western firms are traditionally very progressive in matters of employee services. Or maybe it's the climate that brings them out.

Be that as it may, a Western Conference larger than any in NIRA's history took place in Scottsdale, Ariz., last month, with well over 200 delegates attending the meeting at the Executive House.

Chairman of the event was Ken Leonard, Salt River Project, and exhibits chairman was Chuck Placek, Moto Inc. Theirs was an intensely ent astic and efficient conference comm —one whose zeal will be a challen all those who must run future NIR gional meetings.

An impressive facet of the confe program was the official recognition g the event by business and legislative ers from Arizona to Washington, Congratulatory telegrams were sen NIRA and the conference planners Stuart Udall, U.S. Secretary of the terior and a member of the Presid cabinet; Secretary of Commerce Joh Connor, also a member of the Joh cabinet, and Senator Carl Hayden, p dent pro tem of the U.S. Senate, and Udall a native Arizonan.

All three congratulated NIRA on growing role in providing recrea

Employee fitness was the topic of this panel, chaired by Nick Maras, center, Salt River Project, (l to r) Bill Godward, Loma School; Martin Kentner, Arizona State U.; Jim Monty, Aerojet-General C and Cap Best, North American Aviation.



es for hundreds of thousands of icans. All three stressed the John- dministration's keen interest in rec- n as an important phase of the na- life.

xt to the "Valley of the Sun" itself, warmest welcome was given the A delegates by Governor Sam God- whose first proclamation in office nated February as "National Indus- Recreation Month in Arizona." sdale Mayor C. W. Clayton also a similar proclamation for his do- .



. Stevens, Bureau of Outdoor Recreation, talks R. J. McMullin, general manager, Salt River ect, which served as host to the NIRA Region event. Stevens was a featured speaker.

Host firm for the event was Leonard's t River Project, a company with a ng stake in reclamation and land de- opment in Arizona—and as a corol- , the realization of the outdoor reation potential of the state. R. J. Mullin, general manager of the firm, ved as master of ceremonies at the in conference banquet, and Henry ipley, associate general manager, spoke a luncheon meeting.

Other key speakers at the Scottsdale ent included, B. E. Bauder, American rlines; J. W. Rosenthal, Civil Aero- utics Board; L. N. Stevens, Bureau of tdoor Recreation; James A. Whitacre, cific Gas & Electric Co.; Vaughan A. erce, Salt River Project; Glenn V. engros, President's Council on Fit- ss; NIRA President Frank Davis, of ckheed-California Co., and Don L. eer, NIRA's executive director.

Seminar topics receiving major atten- n at the meeting included "Utiliz- g Voluntary Assistance," "Fitness—A hallenge to Americans," "Organizing e Industrial Recreation Council," "New eas in Communications," and "What Does Management Think of Industrial Recreation."

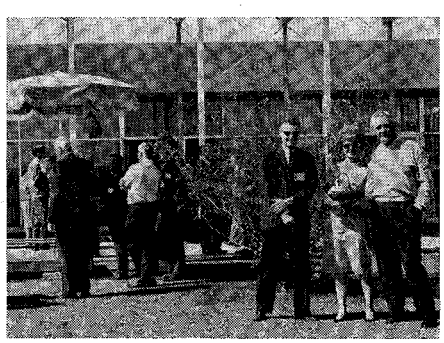
L. N. Stevens, Associate Director, Bureau of Outdoor Recreation, Washington, D. C., traced the growth of the Bureau during its three years of existence. From five employees the Bureau has grown to 235 employees, including six regional offices. Estimated budget for 1965-66 is $128,398,000. The general public will come in direct contact with the Bureau through the purchase of a national park auto stickers for under $7 which will be good for admission throughout the year in all national parks.

Glenn V. Swengros, Director of Program Development, The President's Council on Physical Fitness, Washington, D. C., touched on the fitness programs under way by the Council under the guidance of Stan Musial. In the planning stage is a White House Conference on Fitness with NIRA figured to play a leading role.

Phoenix, which has developed an extremely active Industrial Recreation Council in just six years, was a good choice for the meeting. Few areas have come so far so fast in industrial recreation. A few years ago there was not one full-time industrial recreation director in the entire state of Arizona. Today there are 12 in Phoenix alone. The NIRA delegates who made the trip to the Western Conference got a good look at this growth and high spirit.

All that sunshine, of course, didn't harm anyone's morale, and conference planners who must tackle the 1966 regional meetings of NIRA will be hard pressed to outdo the Phoenix-Scottsdale group. That is as it should be, of course, the motto of the 1965 Region VII conference planners, "Enthusiasm plus dedication equals success," could well be adopted more universally in a dynamic and growing NIRA.

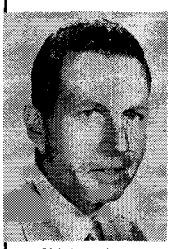
The Western Conference attracted many from other-than-Western states, including (l to r facing camera) Dale Schafer, Delco-Remy, Anderson, Ind.; Millie Kanieski, Motorola, Inc., Franklin Park, Ill., and Tom Smith, Texas Instruments, Dallas, Tex.



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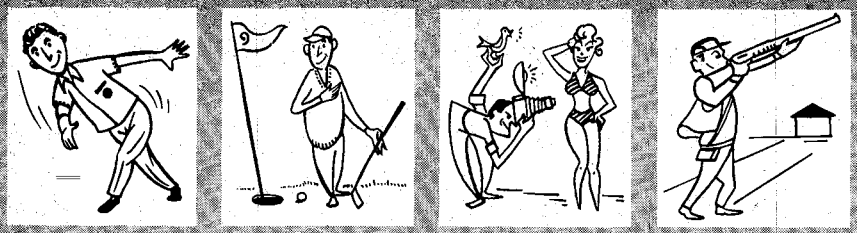
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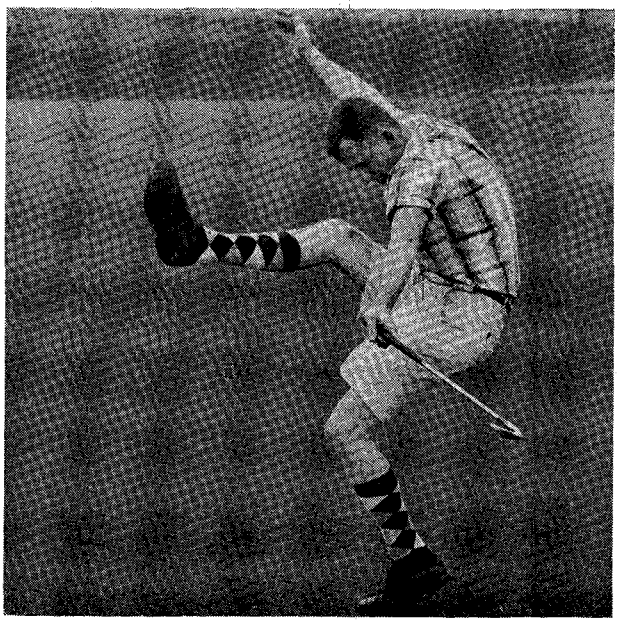
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The One-Day 'Novelty' Golf Event

With the golf season fast approaching—indeed it is already in full swing in some sections of the country—you may want to consider scheduling a novelty event day in place of regularly scheduled league events. The special "fun fest" can be squeezed into the regular schedule, or it can be held prior to the annual golf banquet.

Sometimes, traditional type events go stale. The monotony of "straight" golf events can cut into your overall participation. Here are a few variations that could give your golf program a lift.

Kickers Tournament. Contestants may replay one shot on each hole, putts excepted. This is a variation of the *Alibi Tournament* in which contestants replay as many shots as the size of their handicap.

Tombstone or Flag Tournament. Each player is given a small flag or marker, playing until as many strokes as par for the course plus handicap have been played. Contestant leaves marker where ball rests after last shot is played. Player leaving marker closest to the 18th hole wins. Some players will pass the 18th green with shots to space, in which case they start out from the first tee until their stroke allowance is used up.

Points Tournament. Award contestant 3 points for each birdie scores, 2 points for each par, and 1 point for each hole played in one stroke over par. Winner is contestant with most points for round.

Obstacle Tournament. Set up some obstacle on each hole, such as a barrel to be played through, a stake to be played around, a hurdle to be played over, and so forth.

Re-Play Tournament. A novelty to add to any type tourney, each player has the privilege to make opponent play any shot, or given number of shots in round.

Cross-Country Tournament. Play 9 or 18 holes o other-than-regular layout. Example: 1st tee to 3rd hole; tee to 9th hole; 8th tee to 5th hole, etc. All players play same route. Furnish route directions to all players.

Gangsome. Start the entire field off first tee togeth with the player with highest score and all ties dropping on each hole. Eventual single survivor wins match.

Chip Tournament. Give each contestant 15 syndic chips to be exchanged in foursome play by any method betting each foursome may select. Competition and b within each foursome need not be similar. Player with m chips wins.

One Club Event. Players carry only one club, to be lected by the committee or player, which they must use f all shots. Low net wins.

A novelty golf day requires careful committee organiz tion, good scheduling, and cooperation of all participant Regular golf matches should not be allowed on this day, u less they are out of the way in the morning. Both men ar women may participate in any of these events.

There should be plenty of prizes—and the more the no sensical the better, say the experts. Turn this over to a cor mittee with plenty of imagination.

AN EXCLUSIVE NIRA MEMBERSHIP BONUS

8 NATIONAL TOURNEYS

TOURNAMENT TOPICS

NEWS ABOUT NIRA'S COMPETITIVE EVENTS FOR U.S. AND CANADIAN BUSINESS AND INDUSTRIAL EMPLOYEES

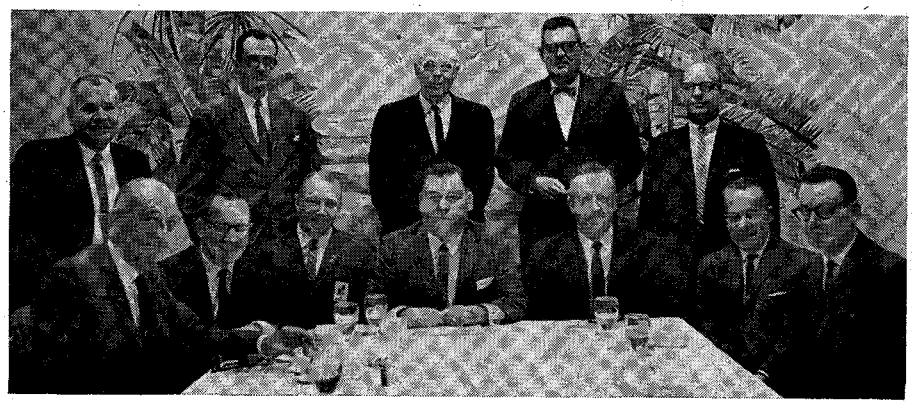
FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOURNAMENTS

ishing, Archery, Shooting Industry xecutives Review NIRA Postal Events

hile the largest National Sporting ds Association trade show in history n session in Chicago last month, ex- ves of firms and trade associations strong interest in NIRA's archery, ng and shooting events reviewed cur- plans for these tournaments during oming year. All three are postal tour- ents.

IRA's rifle and pistol events, co- sored by the National Rifle Associa- Washington, and NIRA's postal ng tournament, co-sponsored by the erican Fishing Tackle Manufactur- Association, Chicago, each reached er levels of participation during 4 and officials expressed satisfaction. IRA's archery tournament—a pro- n begun during 1964—attracted more 40 teams from as many firms dur- the first year of competition. The hery Institute, which is co-sponoring event, hopes to increase participation ing 1965.

Among those present at the meeting re Franklin Orth and Jack Fauntleroy, tional Rifle Association; A. J. Boehm John Zervas, of American Fishing kle Manufacturers Association; Gil nesworth, The Archery Institute; Don er, NIRA; Everett Hames, Dick kett, and Dick Wilson, Shakespeare ; Jim Dee and Bert Herskee, Win- ster, and Tommy Dee, South Bend d.) TV station WSBT. Also present



(Seated L to R) Jim Dee and Bert Herskee, Winchester; Gil Hanesworth, The Archery Institute; Don Neer, NIRA; Franklin Orth, National Rifle Association; A. J. Boehm, AFTMA; Jack Fauntleroy, National Rifle Association; (Standing L to R) Tommy Dee, South Bend (Ind.) TV broadcaster; Art Hutchison, NIRA; Ev Hames, Shakespeare Co.; John Zervas, AFTMA, and Dick Wilson, Shakespeare.

were Jim Berry, Leo Rotelli, and Art Hutchison, of the NIRA national office staff.

The meeting is held annually during February for the sponsors of the shooting, fishing, and archery segments of NIRA's tournament program. Those attending heard a brief report on participation during the 1964 tournament events and were presented with a packet of materials and publicity prepared for the 1965 tournaments.

No major changes in rules or format are planned for the tournaments during the coming year. Archery tournament officials, however, are seriously studying at this time a proposal to change that tourney from a 400-end to a 300-end event during the five weeks of the tournament this August.

There's still plenty of time to enter the fishing and archery competitions, and firms that act promptly can even meet the shooting event deadline.

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Twenty NIRA Bridge Finalists Play in Chicago This Month

Participation in the 1965 National Industrial Recreation Association Bridge Tournament, co-sponsored by NIRA and the Whitman Publishing Co., world's second largest producer of playing cards, increased approximately 20 per cent over the previous year.

According to R. Fred Canaday, NIRA's bridge tournament chairman, the principal reason for the increase was the change from par hands, which had been used during the first two years of the event, to regular duplicate hands.

Players in local games throughout the United States and Canada were not competing nationally during the first phase of the tournament in January. They were vying with other players in one of eight NIRA geographical regions.

Winning the top spot in their regions entitled them to a trip to Chicago this month to participate in the finals of the tournament.

The largest regional turnout was in NIRA Region III—the Midwest—with roughly 728 individuals competing. Region II—Middle Atlantic states, plus Ohio and Kentucky—were next with 402 players and Region VI—including Missouri and Texas—had 280.

The eight winning pairs, plus two runner-up pairs, one each from Regions II and III, will battle it out at the Sherman House hotel in Chicago the weekend of March 27 and 28. Winners will be flown there Friday night.

They will play a session of 27 boards on Sunday beginning at noon. There will be an awards banquet at 4 p.m. Su Trophies will be presented to all t gional winners and runners-up, a addition, the top two pairs wi presented with the national aw Thirteen-Day Goren Caribbean B Cruises.

The participants will fly back to respective homes Sunday evening.

Sixty-five companies sponsored t cal qualifying tournaments during ary, 1965. Since none of the hands pre-dealt (as in previous tourname it was possible for local games t played on any day during the m This feature was included this yea the first time to make it possible for people to take part.

The enthusiasm and excitemen spired by this year's event is expect attract at least twice as many peopl the 1966 event. Companies and bridge clubs are encouraged, in ma up their schedules for 1966, to set a date for a local unit of this growin tional tournament, which is expecte become one of the largest tournamen the country in a few short years.

The two pairs emerging in the f contest with the highest total points

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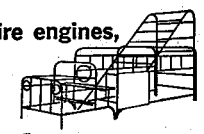


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l boards they will play, will be
l to all-expense tours in January of
They will be flown from their
s to New York City, where the
originates.
llowing is a list of winning pairs
will participate in the finals in Chi-
his month:

Name	Company
Robert Hallock Richard Lewis	Olin Mathieson Chem. Corp.
Mrs. Robert Brown Mrs. H. C. Yetter	Owens-Illinois
Charles Trimbach Mrs. Letha Trimbach	Delco Products Div., GMC
Mrs. Linda Bickel Mrs. Emily Wilhelm	Miles Laboratories, Inc.
Dorsey W. Brooks Mrs. Zerrene Brooks	Fisher Body Div., GMC
W. S. Patrick Mrs. W. S. Patrick	Martin Company
John E. Mourning Dennis V. Lobben	Honeywell, Inc.
Walter B. Howerton Barbara Howerton	Sandia Corporation
Elmer J. Dryer Judith A. Dryer	North American Aviation
Norman Fisher Peter Sands	Canadian Kodak Company

Last year's NIRA Par Tournament winners were Dorsey and Zerrene Brooks, of Warren, Mich., representing the Fisher Body Div., of GMC, and Roy Baldwin and James Conklin, Columbus, O., employees of North American Aviation.

The four of them left their homes one day last October for a tour that started in New York, at the World's Fair and Kennedy Airport. They flew aboard a Pan American Jet to Bermuda for the next leg of their journey, from where Dorsey Brooks reported: "It's even more fabulous than we had imagined. It has great charm with its white sand beaches, coral reefs, and tropical vegetation."

Highlights of their stay there included being interviewed on local television, meeting the American consul, and a bridge match against the Bermudian Men's and Women's Olympiad teams.

All proceeds from the NIRA tournament, above travel expenses and trophies for the participants are earmarked for the National Industrial Recreation Research and Educational Foundation where it will be used for research grants and scholarships for deserving young students.

NIRA TOURNAMENTS

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Dept. 20

Ashland (O.) Ready for Second Big NIRA Bowling Tournament

Howard Honaker, Faultless Rubber Co., and Charger Lanes—a trio of sports enthusiasts who pushed NIRA bowling to all-time high participation levels during 1964—will try to outdo themselves when the 18th Annual National Industrial Bowling Tournament kicks off in Ashland, O., April 23 to April 25, 1965.

An estimated first place prize of $1,000-plus awaits the tournament winners according to Honaker, recreation director for Faultless Rubber Co., in Ashland.

"Hospitality plus" will be the order of the day for the NIRA bowlers, Honaker said. He announced this month that in addition to the prize incentives for the NIRA bowlers, a large number of merchandise prizes had been donated to the tournament by Faultless Rubber Co. and the Charger Lanes.

Charger Lanes will present a wrist watch to each bowler who records the high actual four-game total on each shift in the team event. Faultless will give a pair of foam bed pillows to each bowler who registers the high game on each shift.



Bill Neel, seated, of Charger Lanes, displays one of the wrist watches donated by Charger for tourney prizes in NIRA bowling event. Chuck Smiley, left, and Howard Honaker look on admiringly.

In addition, Faultness, whose hospitality is second to none among company sponsors of NIRA tournaments will hold an Open House throughout the tournament for the visiting bowlers at the Miller Memorial, where free refreshments will be served to all who attend the event.

Honaker, a member of NIRA's board, said that participating firms must be members of the National Industrial reation Association.

The three-day team tournament w a four-game event with handicap. ers can also enter an optional si event, if they wish.

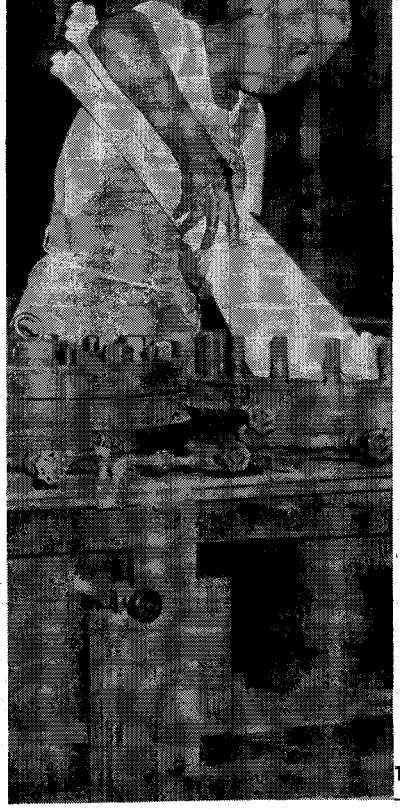
There will be a prize ratio for the of one for every eight entries, with fees returned 100% in prizes.

In 1964, a team from U.S. Steel captained by former NIRA Presider Mitchell, took top honors with a total of 4,127 points.

Jim Kupres, a member of the Steel team, won a whirlpool up freezer for his high series performa

In all more than 250 bowlers are pected to participate in the 1965 e

Those who are interested in partic ing in the tournament can do so eithe writing direct to NIRA, 20 N. Wa Dr., Chicago; or Howard Hona Faultless Rubber Co., Ashland, O.



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NIRA Rifle-Pistol Meets in Action; Awards in May

The announcement of the winner the 1965 National Rifle and Pistol T naments, co-sponsored jointly by NI and the National Rifle Association, be made at the Awards Luncheon at Annual Conference of NIRA in M waukee in May.

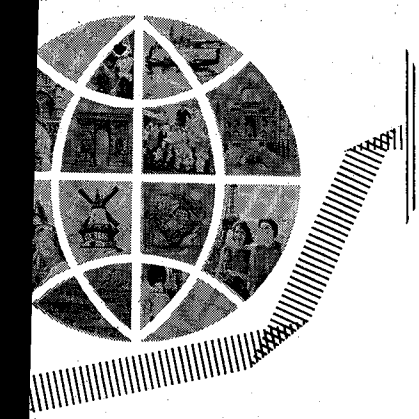
Meanwhile, participation in the eve is reportedly well ahead of last ye record levels. Deadline for sending t gets to the National Rifle Association judging is April 30, 1965. Recreation rectors who act now still have time write NIRA or NRA requesting targ and complete information for enteri the 1965 events.

Team and individual shooters in bo events will receive awards at a ratio one trophy per each 15 participants. T tournament is an event for team and dividual shooters, indoor or outdo with participants either using .22 calib rifles and pistols on 50' ranges; or C rifles and pistols on 25' ranges.

National Champions in each will ceive expense trips as follows, courte of the National Rifle Association.

Pistol—Expenses up to $200 to Can Perry to compete in National Pist Championships.

Rifle—Expenses to Montour, Iowa hunt European Wild Boar in Octob where NIRA's top rifleman will hosted by the Black Boar Ranch.



LET'S TALK TRAVEL

NEWS AND VIEWS ABOUT ORGANIZING AND RUNNING EMPLOYEE GROUP TRAVEL ACTIVITIES, INCLUDING SHORT AND EXTENDED TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF INTEREST

o Find the Economical Way ou Have to Know Terms

n the fast changing language of ern air travel, even Noah Webster es a poor tour guide. No neophyte ld try wandering through a shelf CAB rules and regulations un- rted.

ut, as one old hand puts it, "If you t like the lingo today, wait till orrow. You *know* they're going to ge it, anyhow."

e that as it may—and it *is*—there some terms that basically have meant same thing from year to year, like *t, airplane,* and a few more. And e are other terms which, even ugh changing, the group tour organi- should try hard to become familiar n.

ince the whole idea of group travel o save money for the traveler, here some key terms for you to ponder:

First class fare. That's what you pay en you're on the expense account.

Regular fare. That's what you pay en you aren't. (Also called *coach* or *nomy* fare.)

Excursion fare. That's what you'd if you wanted to take a vacation of less than 14 days and not more than days to, say, Scandinavia. Excursion es are lower than regular fares, of rse—sometimes as much as 10-15 cent—but they are not available at times of the year, nor to all tourist ccas.

Group fare. If you can get at least 24 er people together for a flight, you group rates—provided each person ets certain CAB eligibility require- nts. Group fare is usually somewhat s than excursion fare, and often as much as 25 per cent less than regular fare. Like the excursion fare, group rates are not available during peak tourist seasons.

Charter fare. If you can fill up a whole plane—or almost fill it—you can get a charter rate. On some routes and in some seasons, you can save from 25 to 40 per cent over the regular fare, depending on how full the plane is and how hungry for business the carrier is. As with group fares, charter fares are available only if you meet certain eligibility requirements. (Check with your airline every other day or so to see what the eligibility requirements are *now.*) On the other hand, unlike group rates and excursion fares charters are not subject to seasonal restrictions by CAB. There may be, however, a shortage of planes for charters during the summer, 1965 season.

All things being equal—which they almost *never* are in the fast-changing, fast-growing air travel business—it is relatively safe to say that a charter is *always* the most economical way to go. And, not only are inflight fares lower, but you can achieve even greater savings on the land portion of the tour (something many price comparers overlook).

Lacking the people—or the plane for that matter—for a charter, groups of 25 can *always* achieve considerable savings by traveling together, both in the air and on the ground, and groups of fewer than 25, using the excursion rate and traveling together, can manage *some* added economy.

In any given situation, your best bet is still to let the travel professionals wrestle with the definitions and the arrangements. Some significant savings, which you might overlook, can almost always be achieved when tours are tailored to the economic and aesthetic needs of individual traveling employee groups.

Bottom Row (l to r): L. M. Deal, Inland Mfg. Div., GMC, Dayton; Mrs. I. Pollack; C. B. Barnhart, St. Regis Paper Co., Pensacola, Fla.; Mrs. C. B. Barnhart; Mrs. R. Fred Canaday; R. F. Plante, Itek Corp., Waltham, Mass. Middle Row: Don Kaupert, Happiness, Inc., Chicago; Luta Gordon, Columbus, O.; Frank Dumas, Waltham, Mass.; Mrs. R. A. Turner; R. A. Turner, West Point, Mfg. Co., West Point, Ga.; Mrs. R. C. Krone; R. C. Krone, McDonnell Aircraft Corp. St. Louis, Mo. Top Row: G. F. Meyer, Spot Sales, Inc., St. Louis; Martha Daniell, Nationwide Ins., Columbus; Mrs. L. M. Deal; Mrs. George Meyer; Beverly Deal, and R. Fred Canaday. All participated in recent NIRA-sponsored tour.



Before Your Group Goes Abroad Schedule Sessions on Local Tender

Although Americans can roam the globe nowadays with little more than a credit card and a toothbrush, a pocketful of cash has been known to come in handy now and then. The trick is to get the most out of every dollar spent in foreign currency on foreign shores.

Thrift, like charity, begins at home, and a few tips in time will save a shilling here, a kopek there, and add up to a tidy sum before the long trek is over. If you are involved in employee group travel, your travelers will thank you for devoting several sessions to the consideration of this topic.

Begin by familiarizing yourself and your group with the currency of each of the countries you plan to visit. Compare the official rate of exchange with the free market prices which are offered by any bank dealing in foreign currencies. (There are some bargains to be had in "soft" currencies, but most media of exchange, especially in Europe are so stable that the free market rate is about the same as the official rate.)

Before buying large amounts of foreign money, you would be wise to check on the limit which each country sets for the import of its currency. Such lands as Belgium, Italy, West Germany, and Switzerland, for example, impose no restrictions on the import of their legal tender. But on the other hand, there are any number of nations, notably India, Pakistan, Egypt and Israel, which forbid the import of their currency in any sizeable amount.

Where the free market rate means an attractive savings over the official rate, you might consider buying the full amount to which you are legally entitled. Where there is no saving, it is still wise to buy $10 or $20 worth of the currency of each country on your itinerary. These small sums are most convenient on arrival for tips, taxis, and snacks.

Foreign exchange counters at airports abroad are often closed on holida in the wee hours of the morning. W more, you can often waste a pr hour or two standing in line at counters on busy days.

A happy solution for many tra are the pre-packed foreign mone velopes which many travel agents their clients. The packets come in $20, and $50 assortments of bank and coins—adequate to cover a vari initial and incidental expenses.

The average charge for this serv 75 cents on $10 envelopes, $1 on $2 $1.50 on $50. This small expense good investment, since it enable traveler to become acquainted with note and coin, and helps him decid proper amount for tips, taxis, and dries.

When it comes to large sums of m traveler's checks are a must to insur safety of your funds. Many countrie cidentally, allow a discount of 15 per or more for purchases made on the with travelers checks. Some governm eager for hard currency, offer attra reductions on domestic transportati return for travelers checks.

Be sure the members of your gr carry bills and checks of small denon

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to cover minor expenses at the last e. Most currencies with the exception f the Swiss franc and a few others and a lower price when converted into dollars. Then, too, many countries limit the amount of local currency you are permitted to take out.

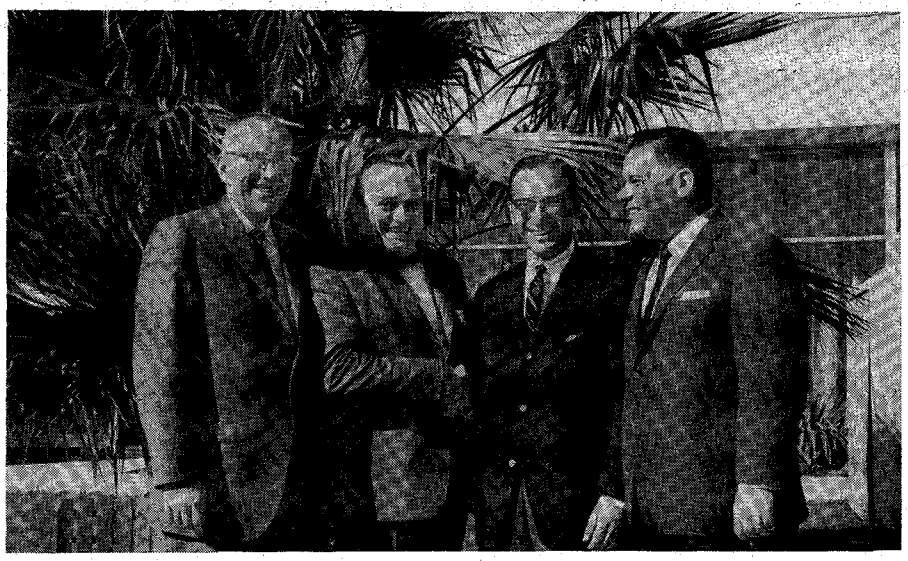
Austria, for example, rules that you not take out more than 10,000 shillings. Norway limits the amount to 350 kr, and Greece to 2,000 drachmas. prohibits the export of all local ncy, and most other countries rule you are not allowed to take out more declared on entry.

you do not manage to change your rs before leaving the United States, can still make the transaction at a money market abroad. The currency witzerland and Lebanon, for example, is as stable as money ever gets. market rates are controlled by world omic factors, and the free markets se no restrictions of any kind on the rt or export of currency.

merican dollars, used abroad, seem elt away faster than the local tender. is particularly true when dollars are as tips instead of a few francs, guilder lire.

aution is the word for the "black market." This shady operation now thrives only in countries where the economy is weak. Anyone who changes money in this manner often ends up with a wad of counterfeit instead of a profit.

Obviously, the majority of travelers need good counsel in the area of foreign currency before going abroad. A good topic of discussion for any session of that travel club, you can get good advice on local tender from any full-service bank, from competent tour operators, and from the airlines and steamship companies. It's a topic that should be covered.



Group travel played an important part in NIRA's Region VII Conference in Scottsdale, Ariz. (L to R) R. Fred Canaday, General Motors, a member of NIRA's Travel committee; Enzo Palmentola, KKS International, one of several commercial travel firms attending; J. W. Rosenthal, Chief of the Routes and Agreements Division, Civil Aeronautics Board, and Don L. Neer, NIRA's executive director, and secretary of the NIRA Travel Council.



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Box #126—RECREATION MANAGEMENT

Young man soon to have master's in recreation from Colorado State seeks position on staff of industrial recreation department. Married, one child. Salary, $7,000.
Box #127—RECREATION MANAGEMENT

Young man with B.S. in education from Northern Illinois U. seeks position in industry as recreation director or assistant. Single. Salary, $7,000.
Box #128—RECREATION MANAGEMENT

Man with doctorate in education from Columbia University seeks position in industry as director of employee activities. Experience includes being assistant professor and recreation administrator for Paterson State College. Married. One child. Age 35. Salary, $12,000.
Box #124—RECREATION MANAGEMENT

Young man with B.S. in recreation and business, with majority of M.S. in recreation, from Indiana University seeks position in industrial recreation and/or public relations—personnel. Administrative and program experience in industry, municipal, federal government, and park district recreation programs. Married, no children. Salary, $550/month.
Box #122—RECREATION MANAGEMENT

Recent graduate with B.S. from Oregon State seeks position in industrial recreation department. Married, no children. Salary, open.
Box #117—RECREATION MANAGEMENT

Man with experience as military special services officer now seeks position as industrial recreation director. Married, two children. Salary, open.
Box #116—RECREATION MANAGEMENT

Man with master's in recreation and 21 year's experience as military special services officer seeks administrative recreation/personnel in industry. Married, no children. Salary, $7,500 up.
Box #114—RECREATION MANAGEMENT

Young man with master's in recreation from Washington U. seeks position in industrial recreation department. Considerable camp experience. Married, no children. Salary, $9,000 up.
Box #113—RECREATION MANAGEMENT

Young man with master's in recreation from Indiana U. seeks position as director or assistant of company recreation program. Some experience with municipal recreation activities. Single. Salary, open.
Box #112—RECREATION MANAGEMENT

Young man with ten years experience in industrial recreation seeks new work in personnel and/or recreation. Married, three children. Salary, upwards of $8,000.
Box #111—RECREATION MANAGEMENT

Young man with Physical Education degree seeks position with industry as professional recreation director. Two years experience in industrial recreation. Married, two children. Salary, $9,600.
Box #109—RECREATION MANAGEMENT

Young man with B.S. degree in recreation from Minnesota and six years experience in municipal recreation seeks new position in industry. Some master's work. Married, no children. Salary, $7,500.
Box #108—RECREATION MANAGEMENT

Man with extensive experience in industrial recreation and scout work desires new position in industry. Married, two children. Salary, $7,200.
Box #107—RECREATION MANAGEMENT

Young man with recent M.S. in recreation administration seeks position as industrial recreation director or assistant in Los Angeles area. Also served a graduate internship in industrial recreation at a large corporation.
Box #99—RECREATION MANAGEMENT

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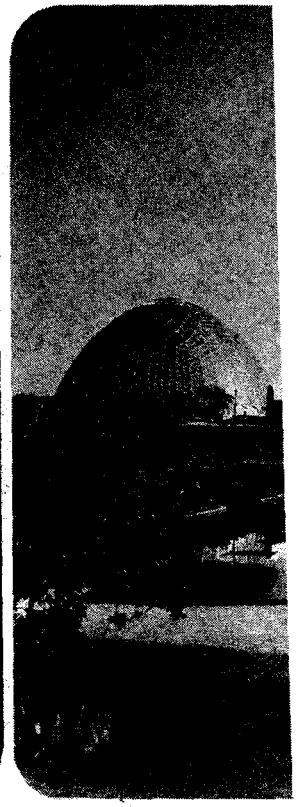
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24TH NATIONAL CONFERENCE AND EXHIBIT



COME TO MILWAUKEE IN MAY, 1965

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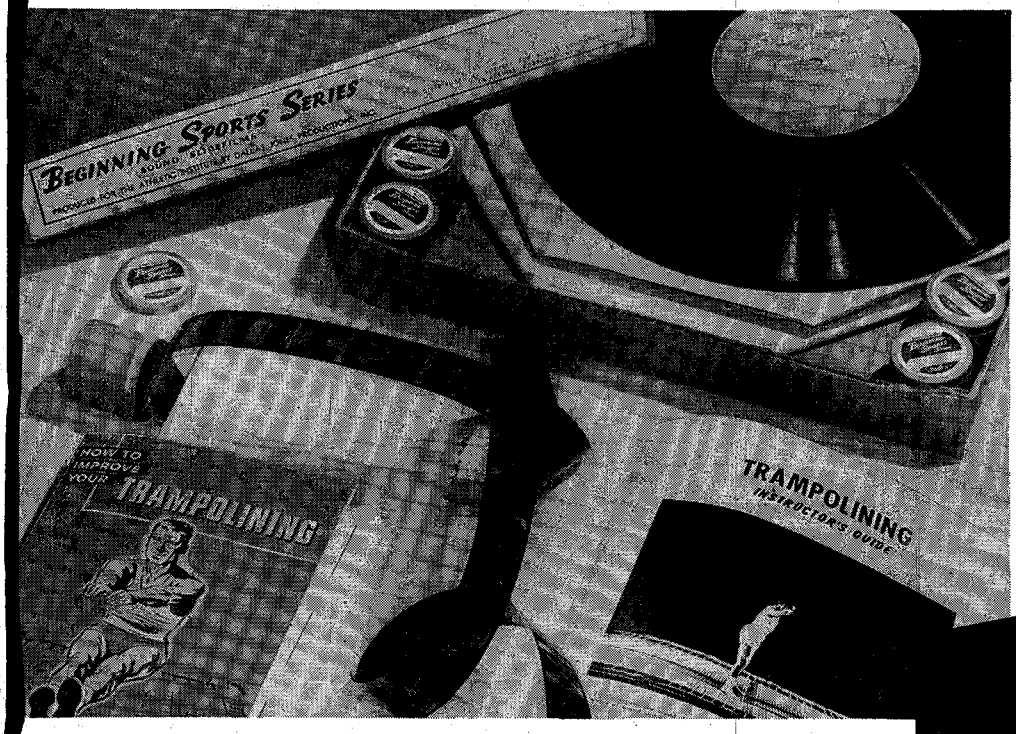
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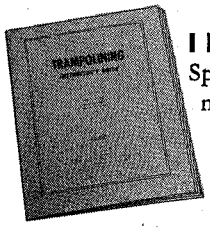
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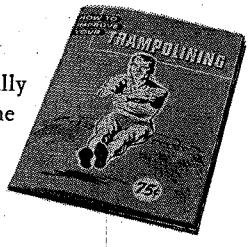


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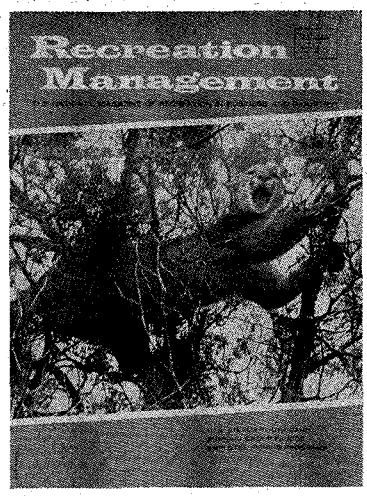
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Volume 8, Number 3



Bob Utter admits to hunting nothing wilder than Idaho jackrabbits till last February. Then, as NIRA's 1964 rifle champ, he took on a cougar—and won.

Recreation Management

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signs of the times...

A 'MINUS' CHRISTMAS BONUS. A "minus" Christmas bonus was levied against 12 women employees at the Ramsbottom Woolen Mill, Ramsbottom, England, last year. The ladies were suspended for two days without pay for chasing male co-workers and kissing them under mistletoe for 14 cents a kiss. A company spokesman, with typical British laconic logic, thought the practice might be disruptive to work. Excellent recreation nevertheless.

CLEAN-UP IS FUN AT LITTON. When it's clean-up time at Litton Industries, Inc., Conoga Park, Calif., the task is made as much fun as possible for the employees. They wear their most informal attire for the afternoon project. Each has a chance at a cash prize, and they make a game of creating more efficient use of their office space and storage facilities. The company estimates that the saving effected in ordering additional storage equipment alone runs to $20,000 annually.

NOT ALL FUN AT THE CLUB. Does your club play host to pro golf tournaments or businessmen's dinner meetings? If so IRS passes along this warning: If a club takes in money from such non-membership activities, it may be in danger of losing its tax-exempt status. Internal Revenue Service says that a club's income will be taxable if annual gross receipts from the general public exceed $2,500 or 5% of total revenue.

DAILY DOZEN: AN IMPORTANT WINTER SUPPLEMENT. A middle-aged man can't rely on weekend sports to stay in top physical shape, according to the exercise specialists. No single sport, in fact—not even a regular 18 holes of golf—will provide balanced exercise. The experts say a regimen of setting-up exercises should supplement your outdoor activities—especially after the annual slow-down period in the fall.

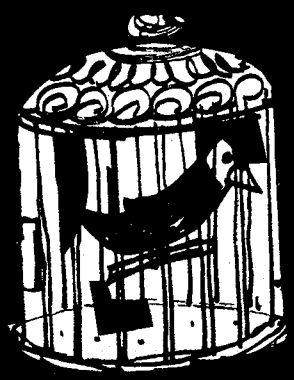
INDUSTRY: AN ANGEL FOR THE ARTS. According to recent features in Business Week and Musical America, even in the affluent U.S.A., the performing arts have a "thin time" financially—with the possible exception of the commercial theatre. In Europe the deficits are made up by the state. Today, in the U.S., business is increasingly becoming the patron of the arts. The National Industrial Conference Board says that the cultural share of corporate philanthropy has risen from 3¢ on the dollar in 1958 to 5.3¢. The trend will have to continue to increase, reports BW, since the performing arts are still in trouble and need broader patronage from all segments of society.

ICE SKATING STOCK SOARS. Ice skating, a sport once limited by seasonal and regional considerations, is rapidly shedding these confinements thanks to the increase in artificial skating rinks. Steelways magazine reports that there are now more than 700 artificial rinks in the U.S.—compared with 150 a few short years ago. The rinks are responsible for a sharp increase in competitive speed skating, figure skating, ice hockey, and curling, in addition to a nationwide increase in ice skating in general. One other notable accomplishment of the artificial rinks: they are safer places for skating than were the old mill ponds, where there was always the danger of falling through the ice or catching cold from sitting in a snow bank to change shoes.





ɔnce de Leon









*Mr. Enzo Palmentola, Pres.
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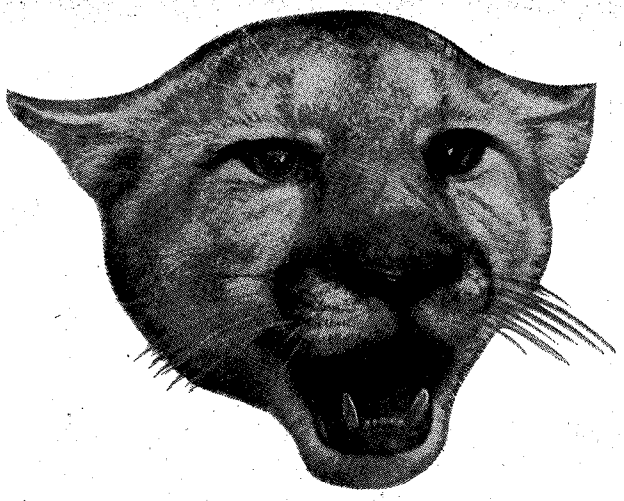
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A COUGAR FOR

CHAMPION

**"The ranch foreman broke all sprinting records ge
around the base of the rock and out of the big cat's
while the cougar, in hot pursuit, faked out the
and cut to the right. Then with great loping strides, he hea
across open country with the hounds on his tr**

by Don L. Neer

In February, 1964, Bob Utter competed in the 6th Annual National Industrial Recreation Association Rifle Championship, co-sponsored by the National Rifle Association. Firing on the Boeing Aircraft Co. rifle range in Seattle, Wash., with a Winchester Model 52C and a Redfield International sight, he scored 197 out of a possible 200 to become U.S. industry's top rifleman of the year. With the title came a once-in-a-lifetime all-expense cougar hunt at the Desert Inn Ranch, Motoqua, (pronounced, Ma-táw-kwa) Utah.

Lincoln's Birthday, 1965, was the rallying day for the cast of characters for "Operation Cougar." Like most good Rocky Mountain hunters do, we decided to make Las Vegas, Nev., our rendezvous, located as it is in the heart of some of the nation's best deer, cougar, bear, antelope, and big horn sheep country.

By 5 p.m., the champion had checked into the Stardust Hotel, and we all assembled at Mark Swain's home to get better acquainted with our host and with one another. Swain, director of sales at the Stardust, is an ex-marine who thrives on horseback hunts in the rugged Utah terrain. It was he who arranged the trip for the NIRA champion.

The evening at his home was capped with a steak dinner in the Continental Room of the Stardust, where we were his guests at the world famous "Le Lido De Paris" show.

Saturday morning we were up early, and we all gave Mark a hand loading linen, groceries, beverages and supplies into his trusty Ford station wagon.

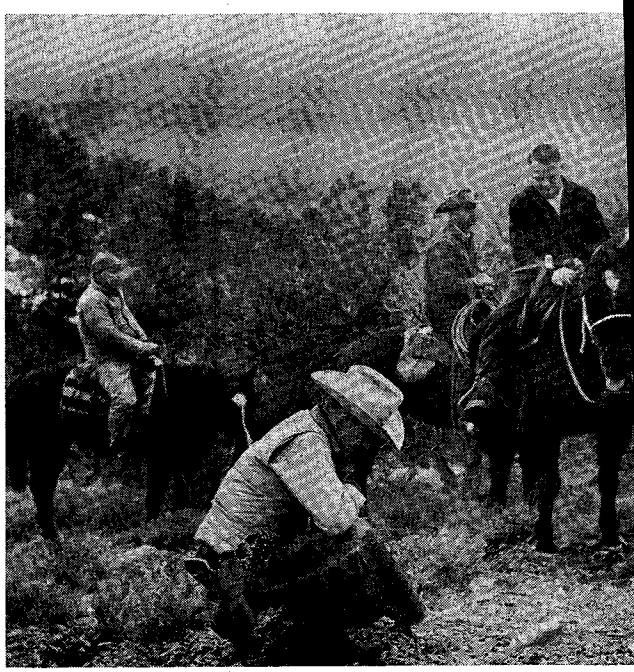
Soon our three car caravan was headed northeast out of Las Vegas on Hwy. 91 on the 150 mile drive to the Desert Inn Ranch. Just across the Utah line, where the Shivwit Indian Reservation borders the highway, we left Hwy. 91 and started to wind our way over the gravel road through the mountains of The Big Shadows.

Nineteen miles and three Piute Indians later, we reached the plateau above the ranch. Guests were flying in on a chartered plane, so Mark decided to check out the ranch's 3,000 foot airstrip. Then we started our descent down a 1,000 foot hairpin-turned road to the valley floor and the Desert Ranch.

As we passed the corral, Rod Leavitt, the ranch fore ambled over. "Howdy," he said, "we got nine horses sad and Jake is coming with the dogs." It began to sound the real thing.

All hands pitched in, and we soon had the wagons packed. Then everybody scrambled to get on their ri gear, while Mark and his wife, Joanne, whipped up s

Skip Glomb, Manager, Elk Horn Ranch, Cody, Wyo., checks a track a 5,000' snow line on Mt. Jackson on the first day of the hunt. Others (I including Don Neer, Bill Stambaugh, and Bob Utter enjoy an insp view.



charcoal hamburgers.

mp Bob Utter was assigned a beautiful black mare, , of course, "Blackie." My mount was a six-year old quarterhouse called "Cocoa," which had been a calf g and bull dogging horse in its earlier rodeo days.

Labrie, of the National Rifle Association, drew a beau- Appaloosa horse, which expressed its enthusiasm for the by taking off at full gallop before we were a mile from nch. Al got her turned around and started back toward l at high speed. The Appaloosa put on the brakes, and me up with a handful of rocks instead of the saddle Fortunately, no harm came of the fall, and we con- our climb on the rocky terrain toward the snow line on on Mountain.

e Jones and his dogs were moving out ahead of us, wice the hounds kicked out big mule deer, but on sharp and from Jake they left the deer trail, and continued search for a cougar scent.

ter two hours of continuous climbing, with only a brief to breathe the horses, we hit the snow line around 5,000 with no sign of a big cat. The view was magnificent, but idn't look long as we had to head over the crest and the descent, if we were to reach the ranch before dark. b Utter, Al and I soon appreciated the expression "as footed as a cow pony" as we serpentined our way down 5 degree angle trail, turning 90 degrees every 30 yards . About 5 p.m., we reached the valley floor where a cold spring gushes out of the rocks. The horses drank ily and then we headed back along the creek bed rds the ranch.

wo more fat does were spotted by the hounds before we ed the corral and unsaddled. We "desk jockeys" limped e bunk house and sought out the liniment bottles. Some cotland's best helped ease the pain by the time Bryant an landed at the air strip. Soon, the stories were flying nd the old wood stove and ravenous appetites were being fied with sizzling New York steaks, baked Idaho potatoes, d ala Seaman, and apple pie.

od and Jake joined the party and were soon swapping s of previous hunts and feats of horsemanship with Skip mb and Bill Stambaugh, two top Wyoming hunters and les. Jake pointed out that a cougar kills both for food and sement. In a year's time, a grown mountain lion will top hundred pounds and kill an average of one deer, calf, or p per week.

didn't take much urging to break up the gathering nd 10 p.m., as Mark announced we would be up before n to get an early start to find a cougar. Rod sniffed the air e left the ranch house and assured us we would see ac- on the morrow. "Snow is coming," he said. "Tracking be good."

eemed like ten minutes had passed when Mark came ting into the bunk house with a steaming pot of black fee, announcing that there was snow on the ground. ermal underwear came to life in a hurry as the aroma of ntry bacon, scrambled eggs, chili beans, and hot rolls re- ced the liniment.

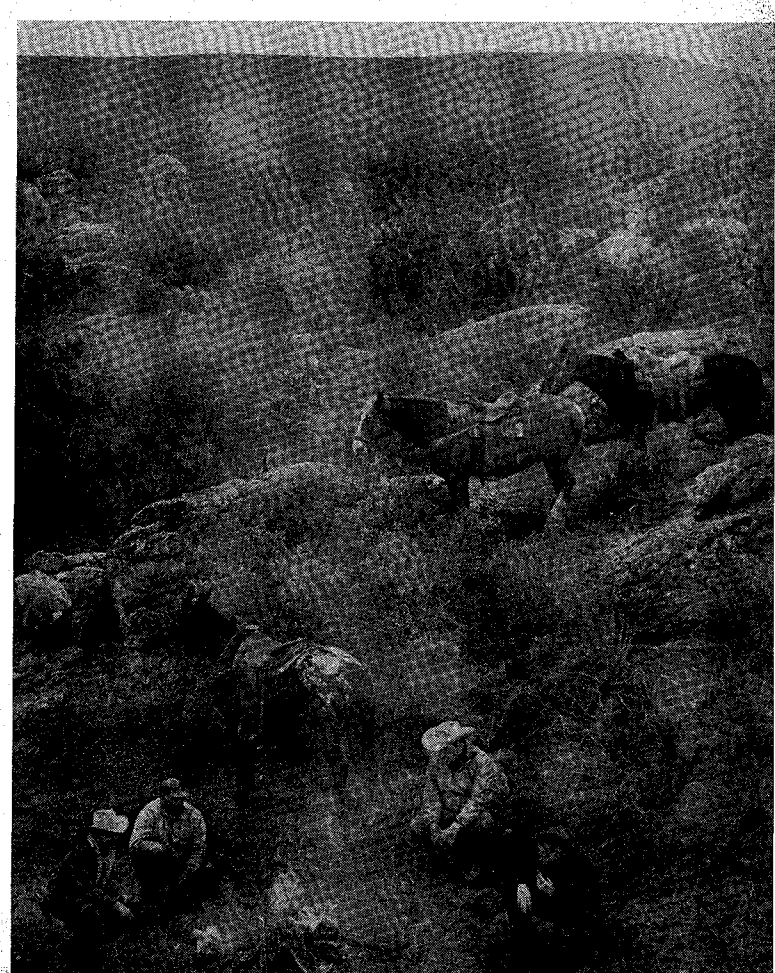
Rod had the horses saddled when we got to the corral and e rode up, followed by a black and tan lead dog named uck." The air was cold and crisp as we headed east past the ch house and down the valley into the rising sun. The snow nketed cottonwood and black brush stood out sharply inst the snow-cropped rocks. For three miles or more we lowed the creek bed, down to the confluence of the east and st forks of Beaver Dam Creek.

Here Jake left the trail and started up a long pass that took us up 5,000 feet. At the crest, he let the horses catch their wind, and we enjoyed a cinerama view of mountains that leaves one speechless. The terrain was more rolling than the day before, and the juniper was thick. Cliffs rose quick and steep, pinion pines and willows dotted the bluffs. Almost before the hounds caught the scent, Jake spotted a big grey coyote in the rocks and ordered them off the chase.

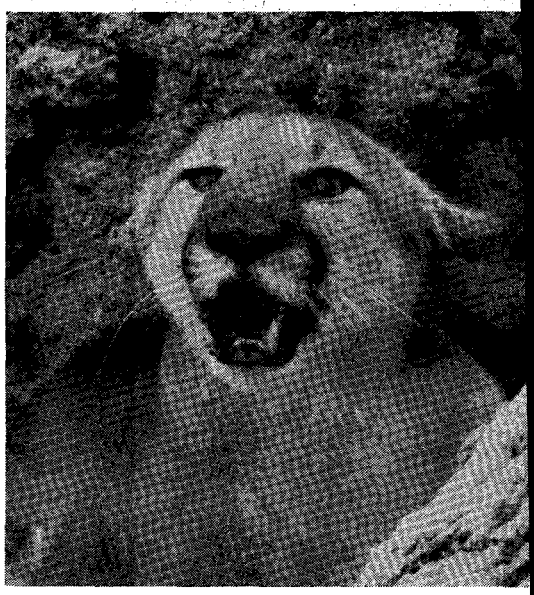
We kept climbing as we rode, and the going got worse. The dogs were nervous as we rode into what Rod called "good cat country." About 10 a.m. we reached a bluff just short of a prominent ridge and dismounted for a stretch. Jake disappeared over a divide. In a matter of minutes Buck,



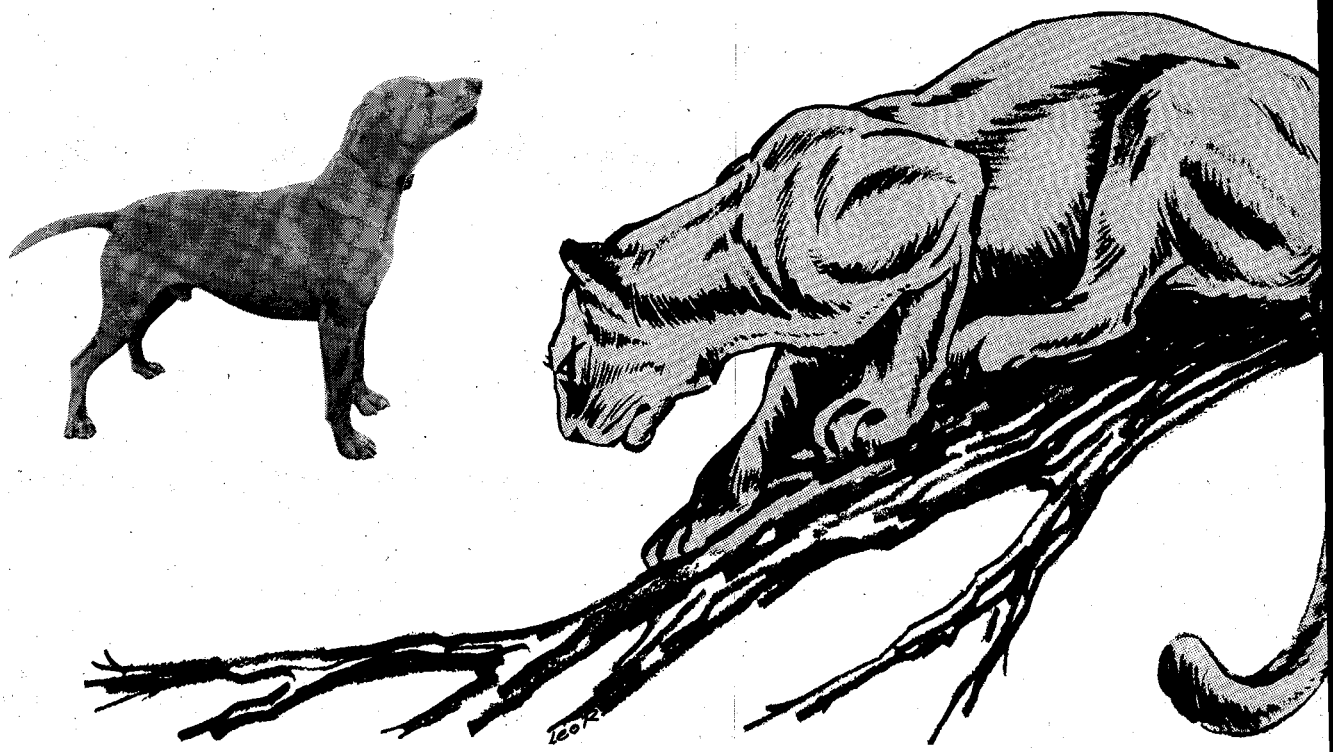
Above: Temporarily treed, the two-and-a-half year old male cougar was seven and one half feet and 140 pounds of growling fury. **Below:** On the trail there's nothing quite like a camp fire to take off the chill of the early morning mountain air. (L to R): Skip Glomb, Jake Jones, Rod Leavitt, and Champ Utter plan hunt strategy.







Above: Mark Swain, left, sales manager of the Stardust, points out trail to Bob Utter, NIRA rifle champ from Boeing Co., and Jake Jones, right. **Below:** Buck, fearless four-year-old dog, who came within a whisker's length of being mauled by the cat. **Right:** Cougar takes temporary refuge in rocky crevice.



the lead hound, cut loose with a blood-curdling howl and the chase was on.

Rod shouted, "They got a big cat on the run." Mark and Bob Utter were already headed over the crest at full gallop with the rest of us in hot pursuit. We weren't quick enough, though, because the dogs were already out of sight and sound.

Someone hollered, "Down by the water hole!" and we all galloped breakneck down the jagged rocks. At the water Jake and Rod fanned out. In less than a minute Rod yelled, "They're down in the ravine," and about the same time we heard the cry of the pack as they circled around a rocky crevice about a mile away.

Getting to a treed or caved cougar as fast as you can mighty important as these fearless and priceless dogs v attack and perhaps be mauled by the cougar which is th times bigger. Spurs flashed and trained horseflesh respond to the challenge. It was a sight of beauty as nine riders c verged headlong on that jagged pinnacle. Jake called off pack as the dogs tried to get at the cougar which was pinn down in the rocky crevice.

The dogs strained for the attack, as we held a hurr council of war. It was decided to get the cat out in the op again, if we could, and the only way was for someone climb into the crevice, grab hold of his tail, and yank—th



eavitt, foreman of the Desert Inn Ranch, beats a record retreat after g cougar from crevice. "Bones," left, diverted cat from Rod's trail.

tail it out of there *himself*.

od was game. "Get the horses back and hold the dogs. give it a try." Cautiously he approched the crevice and ed his chance to grab the cougar's tail. He grabbed it at braced his 250 pounds, and hauled on the angry cougar. he flipped with a vicious growl. Rod broke all sprinting ds getting around the base of the rock and out of the cat's way, while the cougar, in hot pursuit, faked out the and cut to the right. In great loping strides, he headed ss open country with the hounds again on his trail.

he chase lead us to a twenty foot juniper a mile away. en we got there, Buck and Bones were already clawing way precariously from limb to limb trying to get at snarling cat. Buck got too brave, and the cat's right struck out at him and pulled him out of his perch. He ld have been a dead dog sure, but before the cat could h him off, Bones sunk his teeth into the cougar's tail and dropped the yowling Buck 15 feet to the ground.

s we moved in a little closer, the wise old cougar made way higher into the juniper and onto the biggest limb. the strategic moment, he gave a mighty leap over the ds of the dogs and doubled back uphill towards the y crevice. Off we went again.

his time he holed up on a rock shelf near where he'd n before. The dogs closed in at both ends to keep the ng tabby at bay. Just when we thought we had him, he a back flip and came bounding out of his hide-a-way, as n and horses beat a lightning retreat.

Champ Bob Utter had an antique 1894 30-30 Winchester, del 94, unlimbered ready for action, but couldn't get a t from his shying horse. The cougar disappeared over a ll to the south. By the time we reached the point where dogs were, the pack was doubling back trying to find the il.

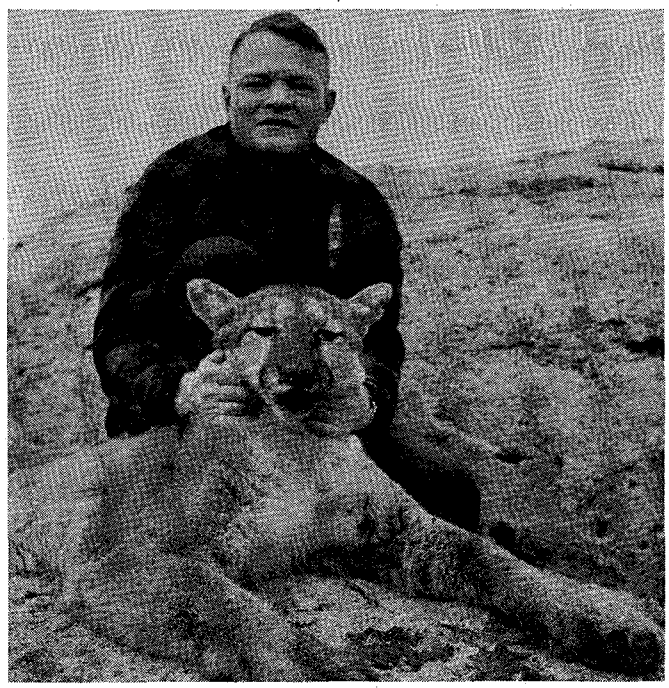
The big cat had found a perch on a rocky ledge a thousand ds or so away from his previous hide-out. By back track-, the dogs found his trail and then the hiding place. This s his last stand. When he started to make his break from s point, Bob Utter was ready and dropped him with a 150 in .30 calibre shell, through the bottom of the cat's heart. was a perfect, one-shot kill.

After a session of picture taking, Rod and Jake broke out dwiches from their saddlebags, while Mark and Skip got ire going. Jake dressed out the cat and loaded him across his saddle. We all mounted up again for the six-and-one-half mile ride back to camp, to wind up the 25 total miles of riding on this never-to-be-forgotten hunt.

That evening we feasted on beef fillets, and afterwards Al broke out his harmonica for an old-fashioned camp fire happy hour.

Next day, after a breakfast of Rocky Mountain rainbow trout, hash brown potatoes, chili beans and coffee, we broke camp and started back the 150 miles to Las Vegas.

Bob Utter called home to announce to his wife that before long she would have a beautiful cougar rug for their son's room. In my book, it was a champion cougar for a champion rifleman.



NIRA-NRA rifle champion, Bob Utter poses with his prize trophy, shot at noon on the second day's hunt after 25 miles of riding on mountain trails near Motoqua, Utah. **Below:** Mark Swain loads Mr. Cougar across saddle horn of his prize Appoloosa for trip back to ranch.





An important part of any youngster's camp training is learning and improving essential swimming skills. Here a pair of qualified instructors show girating toddlers the basic arm movements of the crawl.

A Camp for Steelworkers' Childre

Of all the programs sponsored by the 10,000-member Good Fellow Club of U. S. Steel's Gary (Ind.) Works none is applauded with more enthusiasm by the company and the employees than the youth camp which annually hosts 1,000 youngsters. During the summer months, ten groups of 100 each spend a full week at the company's 70-acre camp site near Chesterton, Ind.

There, under the watchful eyes of a dozen or so camp counsellors carefully chosen from the ranks of qualified college and high school students, the youngsters get instruction in a host of athletic, social, and camping activities ranging from archery to nature study to amateur nights.

The camp is well equipped to handle the young boys and girls. Permanent facilities on the "campus" include a swimming pool and bathhouse, four enclosed concrete tennis courts, a softball diamond, archery and rifle ranges, and basketball and volleyball courts. In addition, the younger set can use a variety of playground equipment, and there are plenty of camp stoves for picnicking.

The pride and joy of the camp supervisors, however, is the Youth Camp Lodge, a centrally located headquarters which serves as administration building, cafeteria, meeting hall, theatre, and "trading post." In the basement, there is a duck pin bowling lane and several tennis tables.

The Good Fellow Youth Camp is staffed by able young high school and college students who, as counsellors, supervise play, teach classes such as nature study (below), and watch over a cabin of ten campers each at night.



During their week at camp, the youngsters stay i cabins near the central lodge, with a camp counsello signed to stay with each ten youngsters. The girls us camp for the first five weeks of the season. Then the boys over for the final five.

Since neither the camp accommodations nor the resourc the Good Fellow Club are limitless, eligibility regulation attending the camp are rather strictly defined. Childre members of the company's Good Fellow Club, a volu organization which sponsors all recreation activities at U Steel, get first crack. Only youngsters aged eight throug are eligible. A nominal fee is charged to help cover the co operating the camp.

Billets at the camp are filled on a first come, first se basis. If, during a particular period, there are not enc sons or daughters of members to fill the camp, requirem are relaxed to allow other young relatives of member attend. Lacking sufficient numbers of relatives, any bo girl who is sponsored by a member of the club may g camp.

All of the activities for the campers are planned mo in advance of the camp opening by a special committe Good Fellow Club officers and members. The commi delegates the responsibility for day to day operation of camp to an experienced camp director, who in turn is sponsible for supervising the work of a dozen or so coun lors and other staffers, including the camp custod registered nurse, dietician, and kitchen personnel.

The care and safety of the children while they are atte ing the camp is paramount, according to Ed Mitchell, for NIRA president and recreation supervisor for the Good F low Club. Thus all children are required to have a hea examination by a registered physician not more than a w previous to entering the camp.

A registered nurse is on hand at all times to take care routine cuts and bruises, as well as give expert care sho a more serious ailment occur. If necessary, an ailing youngs can be transferred to the Gary Works Dispensary for clo examination and the attentions of a doctor. As a final p caution, the campers are covered by sickness and accid insurance during their stay at camp, paid for by a portion their registration fee.

The youth camp is no rugged North Woods hostel,



itchell, recreation supervisor for the Good Fellow Club, tries out 'y range which is one of many outdoor facilities used by U.S. Steel's campers.

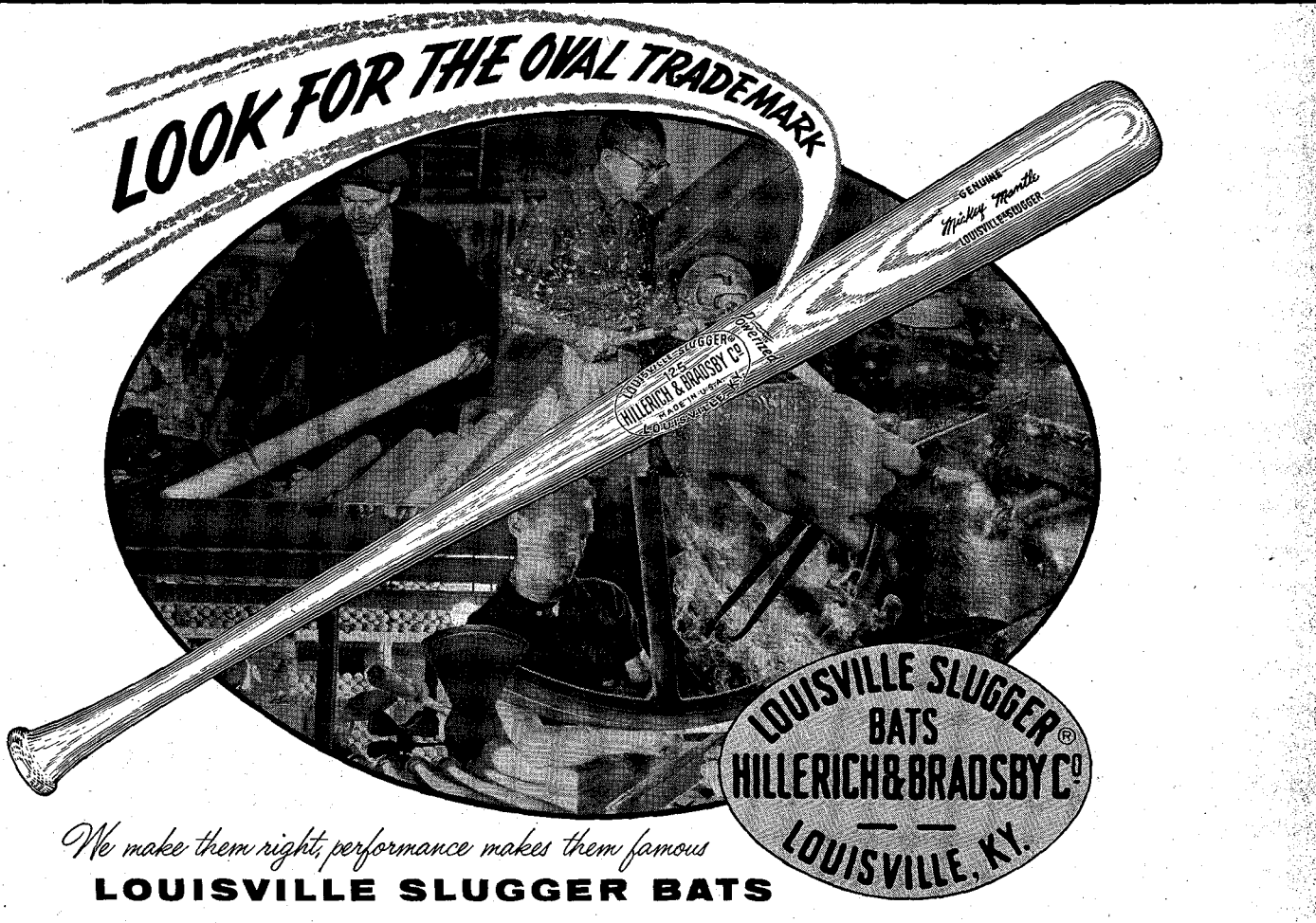
ist of clothing and equipment which each camper must ; is not long. Recommended items include bathing gear, : articles, bedding, several changes of underwear and s, and a bathrobe. The "uniform of the day" at camp is ts and tee shirt, or gym suit. A warm sweater, in case of er weather, is a must. Other gear, including ball gloves, il and note book, and an inexpensive camera, is optional. amp administrators say it's not necessary for children ring money to camp. However, the old camp Trading is there for the children's use, and here they may buy cream, soft drinks, candy, T-shirts, pennants, hats, age stamps, soap, toothpaste, and craft materials. There's no record of any child buying out the store, however, and purchases of between-meal refreshments are limited to one per customer.

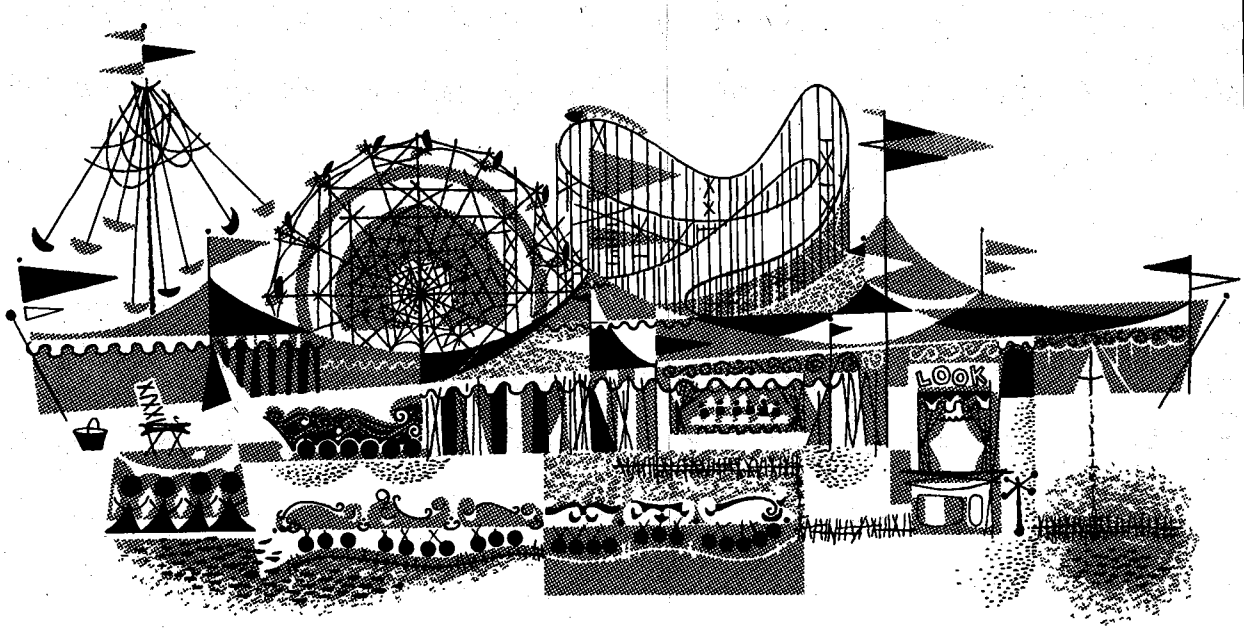
No money changes hands during these transactions. All funds are deposited with the camp director upon arrival rather than risk losing them in the rough and tumble of camp life. A strict accounting of all purchases is made, and any unused balance is returned to the youngsters when they depart the camp.

All the activities are closely supervised by the counsellors, each a young expert in some phase of the camp program. The activities in which children get instruction as well as competitive experience include swimming, softball, archery, tennis, duck pin bowling, table tennis, as well as a number of playground or picnic-type games. In addition, there are handicraft classes, nature study courses, camp craft training, and the youths spend their evenings at song fests, amateur shows, and movie nights. All activities are run according to a published schedule.

Deserving of special note is the shooting program sponsored by the camp. Children who have written permission from their parents can participate in riflery classes. Here, under the watchful eye of an instructor certified for youth instruction by the National Rifle Association, the campers are taught a respect for the .22 calibre guns provided. In later classes, they get the chance to shoot at targets on the camp's outdoor range.

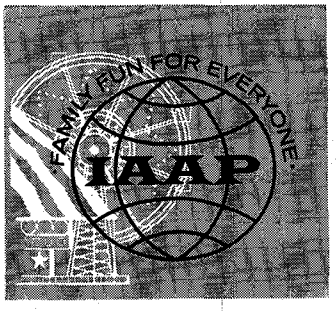
From reveille at 7 a.m. until the last ember of the camp fire dims at night, these steel town kids live an adventure in clean, healthy living in the out-of-doors. For many a city bred youngster the camp provided by Ed Mitchell and the other Good Fellows is the highpoint of a young lifetime.





The International Association of Amusement Parks Congratulates NIRA

on the completion of 24 years of service to recreation and invites business and industry to follow the example of many of NIRA's 900 recreation directors by holding their outings at IAAP approved amusement centers.





lanning Company Picnics

espite a reported trend toward fewer—or at least *smaller*—com- picnics, industrial outings are still ensely popular at most plants across nation. As a part of the organized loyee recreation program, the em- ee picnic gets something like a na- wide average of 75 per cent partici- on from employees, and thus is the gest drawing card the recreation di- or has.

Among NIRA companies that are mitted to a picnic program, upwards 90 per cent hold an all-company ng. The rest prefer smaller "depart- ntal" events.

Most firms hold their picnics on the kends—it's a toss-up between Satur- or Sunday. Apparently, participa- n is not increased when the employees excused from a day's work for the nic. In fact, the outing somehow ms less a voluntary activity that way.

Finding a site for the picnic can be ritical problem. Companies fortunate ough to have their own industrial ks will tend to use them for the mpany picnic, of course. But a grow- trend seems to be to use amusement ks. A recent NIRA survey showed t in 260 companies with all-plant nts, just under 50 per cent held their nics at amusement parks.

These parks are usually outfitted with nty of facilities essential for the suc- ssful large picnic, including refresh- nt stands, adequate shelters, cooking cilities, shade, water, parking facili- s, play areas, rest rooms, and rides for e kids.

They also have staffs trained in the of running group outings, which ten attract many thousands of em- oyees and members of their families. ey can give an invaluable assist to the recreation staffs of large firms planning picnics and are willing to handle all the details for plants too small to employ a full-time recreation director.

In the majority of cases, firms that sponsor employee picnics still pay for all or most of the expense. Only five out of 260 firms holding all-plant events paid none of the cost at all. Other means used to finance the picnic include tapping the recreation fund, or leaving it to the employees themselves to pay some or all of the cost. A combination of these means was found to be prevalent.

Rarely is any attempt made by the company to furnish all the refreshments for the picnic. There is frequently free pop, ice cream, and other incidental snacks, but in most cases employees bring their own heaping picnic hampers.

In many firms the annual outing is the social highlight of the year. It is one of the few times when wives and children get the chance to meet the boss as well as other employees and their families. For the kids, the picnic is usually the biggest single company-sponsored event. For them, the most popular events are the rides and games.

Whether or not you hold your event at a commercial facility, care should be taken to schedule activities for everyone, young and old. Games need not be elaborate. In fact, a shoe-kicking contest or some other simple game can do more to create a general feeling of glee and good will than such low participation and time-consuming events as golf.

The company publication and bulletin boards are effective vehicles for publicizing the company outing, and it is well to distribute a schedule of events in advance. One firm had tremendous success with a direct mail piece sent to the employees' homes—a form on which the employees filled in the number of persons attending, slipped the card into a postage paid return envelope, and sent it back to the recreation office.

Though methods of running picnics may vary, people still like to have fun, and the company outing will be with us for a long time to come. Where else could you find so many young and old kids so thoroughly exhilarated.

SOME NIRA-APPROVED PARKS

— ILLINOIS —

SANTA'S VILLAGE, INC.
"COMPANY PICNICS"
Private Tree-Shaded Picnic Area. Complete Food & Beverage Catering. Free Parking 2500 Cars. Baseball, Horseshoe Courts, Games & Contest Director. Rides, Puppet Theatre, free attractions. Reduced Rates. Experienced picnic staff available to plan and operate your picnic if desired. For further information phone or write.
Santa's Village, Inc.—Hwy 25 & 72—Dundee, Ill.
HA 6-6751

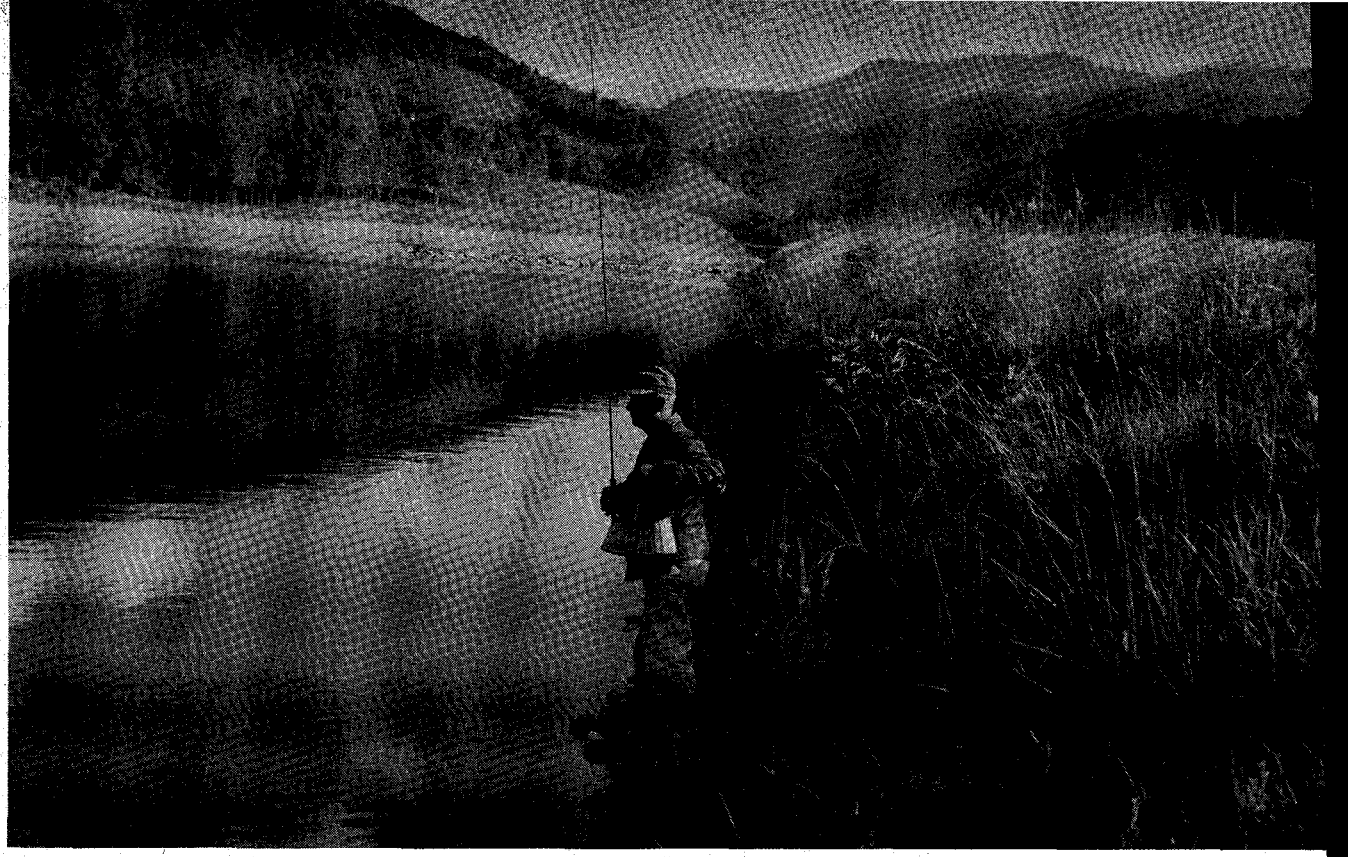
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Caters to organized picnic groups.
Phone: LO 2-7131
Box 84 — Aurora, Ohio



There's no reason why an organized fishing program couldn't soon be one of the most popular activities at your plant. A place to meet and a coupl enthusiastic volunteers would be all you'd need to get a program of tournaments and one-day events underway for your young and old anglers.

Starting a Program for Yo

According to the latest available estimates, there are something like 33 million fishermen in America today. In U. S. business and industry, three out of every ten employees take to the rod and reel with great gusto whenever they can. That would make fishermen one of the largest groups of sportsmen in almost any firm. Add the wives and children, and you have the *potential* for an impressive mass participation program.

Yet, unlike bowling, golf, and other competitive and team sports, organized company fishing programs are still all too scarce. Perhaps they are more of a test to the ingenuity of the recreation administrator, but they are *not* more difficult to organize—especially if you can rely on an employee rod and gun club or a couple of enthusiastic volunteers.

Fishing activities for employee and family groups fall into two categories: a) one-day affairs, and b) season-long events. In either case you'll probably want to develop certain specific rules, incorporating the following main points.

—Define the time limits during which the contest will be open to the employees.

—Define the territory from which the fish may be taken to qualify as legal entries. (You may want to limit the takes to several streams or rivers in a specific county or state.)

—Insist that fish entered be caught in strict accordance with existing game laws.

—Require complete data concerning time, place, weight and tackle to be submitted in writing, verified by a witness and signed by the entrant. (Perhaps you may want to specify that a snap shot be submitted with the entry form.)

One-day fishing events are simplest to run. Use them pick up interest in a larger tournament midway in the sea It probably should run from three to eight hours. Comp tion can be in classes of fish, or in the number of fish cau If the latter method is used, the following scoring sys is suggested: allow one point for each inch or fract thereof of fish caught, and one point for each pound or f tion. Total points wins.

If the one-day event is for children, limit the competit to several hours. The following age breakdown for c testants is suggested: up to age 8, 9-12, 12-15.

If your tournament is of several months duration, longer you'll probably want to prepare a list of species of that are eligible for the contest. It is recommended t you name champions in as many categories as possible, e species, monthly, fresh and salt water. In addition, of cou you'll want to name an overall winner.

Judging is the key factor in planning a contest. Ma methods of selecting the winners can be used, and the cho of any particular method will depend upon your fishing co mittee and the specifics of your contest program. Howev it is best not to complicate the tournament with conditions complex they would discourage participation and make t event harder to administer.

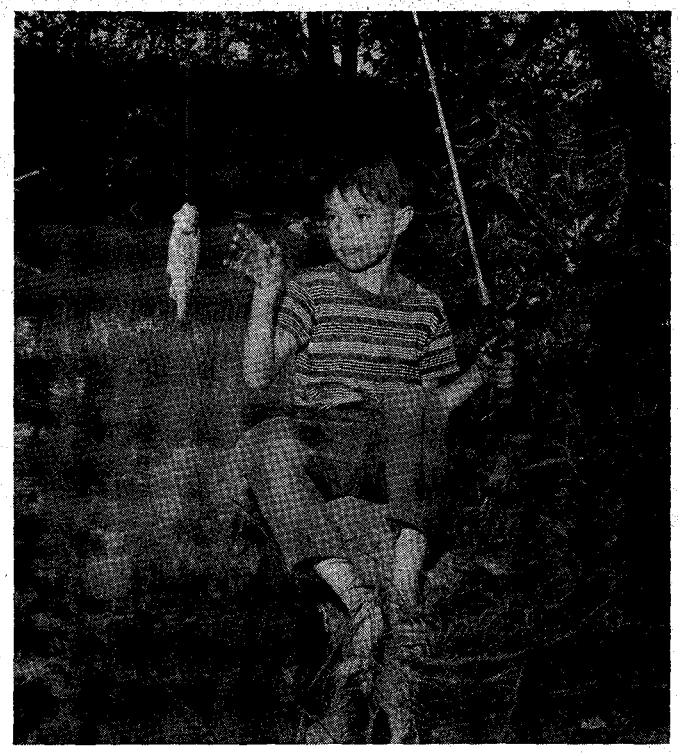
You may want to pattern your tournament after the c which NIRA sponsors annually in cooperation with t American Fishing Tackle Manufacturers Association. Wheth or not you participate in the national contest, you can obta from NIRA a list of the World Record fish in 35 salt a

NIRA/AFTMA TOURNEY

not tie-in your company fishing ram with the one co-sponsored an- y by the National Industrial Recrea- Association and the American Fish- Tackle Manufacturers Association? e's no entry fee for this annual t, which is open to all employees of -member firms. Following are a few ights:

There's no entry fee
Competition is in 35 species of fish
Held during May, June, July
Monthly winner gets Shakespeare tackle
Awards also for Species, Fresh- and Salt-Water categories
Best overall catch wins weekend trip to North Manitou Island, Lake Michigan
Catches compared with World's Records for judging
Director with most participating employees wins merchandise award

or more information, write NIRA- MA Fishing Tournament, % NIRA, N. Wacker Dr., Chicago.



Kids are some of the country's most enthusiastic fishermen. Why not schedule a one-day fishing derby for your employees' children. Limit competition to several hours and plan lots of prizes.

rm's Fishermen

h water species. This list could easily serve as a guide to r judges, with the world records compared to the em- yees' catches.

or example, the world's record catch in the lake trout gory is 63 lbs., 2 oz., and for purposes of the tournament ated at 1,000 points. An employee of your firm submits an y for a lake trout that weighs 40 lbs., 12 oz. Using your dy sliding scale you would rate his fish at 645 contest nts. Using this system, a blue gill can beat out a bonito, ply by being a larger catch within its species when com- ed to the world record holder.

igorous publicity before, during and after the contest he best way to build enthusiasm for the event.

One of the most successful fishing programs in industry un by NIRA member Martin Co., of Orlando, Fla. Pat- ed after the NIRA/AFTMA event, company recreation erts credit the enthusiasm their employees have for the gram to a tremendously active hunting and fishing club.

"Of course, it helps to be located in good fishing country," okesman says. "There are 52 lakes within the city limits Orlando, and more than one third of the surface area of county is water. In addition, most of our employees are than an hour's drive either from the Atlantic or Gulf t. So we have some of the finest salt and fresh water ing on all sides of us."

The "Marco Club," as the rod and gun group is called, ually devotes a great deal of its total energy and time he sponsorship of the fishing tournament. The club pro- s the judges, and contributes a free membership in the club for non-member employees who win *any* category of the contest.

The company annually purchases $300 worth of fishing gear for the tournament on the theory that merchandise awards are a better stimulant to competition than trophies. As in the NIRA tournament, awards are given to monthly, species, fresh and salt water winners, as well as to an overall champ.

In addition to the awards given by the company, Marco Club officials indicate that enterprising sporting goods stores can be convinced that a donation of fishing tackle can be a real interest builder as well as a spur to their business.

Finally, the Martin Co. fishing tournament administrators see to it that the contest gets good publicity in the company papers, on the bulletin boards, and through posters that are put up at strategic locations around the plant.

The winners in each species of the company tournament are forwarded to NIRA where they are entered in the national contest. Martin Co. fishermen have done well in the NIRA/ AFTMA event. Two years ago, Alex Forrester took fresh water honors and won an expense paid trip to North Manitou Island. Last year M. E. Peck was the monthly winner in both May and July with a pair of spotted weakfish that came near the record for the NIRA event.

There are far too many fishermen in U. S. business and industry, and fishing events are far too inexpensive and easy to get underway, for this activity to be left out of any well-rounded industrial recreation program.



FRANK DAVIS
California-Lockheed Corp.



NIRA 24TH NATIONAL CONFERENCE AND EXHIBIT

Come to Milwauke



BUD WILKINSON
Lifetime Sports Foundation

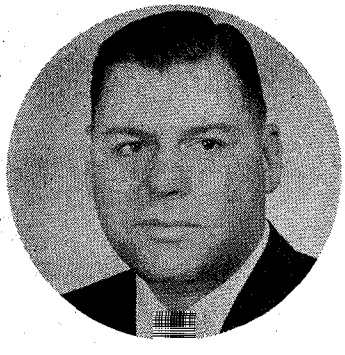
Some Highlight



FRANK BAKER
American Bowling Congress



RICHARD S. YOEMAN
Whitman Publishing Co.



DON L. NEER
NIRA

With only a month remaining until the 24th Nati Conference and Exhibit of NIRA kicks off in Milw kee, pre-registrations are running high, booth space is 95 cent accounted for, and the conference itself has been stre lined into one of the finest instructional programs in re years.

Chief news break of the month is the announcement Chairman Carl Klandrud, Allis-Chalmers Mfg. Co., of headline speakers for the event. They include—

—**Bud Wilkinson,** former Oklahoma football coach Director of the President's Council on Fitness, now Presid of the all-new Lifetime Sports Foundation.

—**Stan Musial,** former St. Louis Cardinal star and me ber of Baseball's Hall of Fame, now Director of the Pr dent's Council on Fitness.

—**Dr. Harry D. Edgren,** Professor of Recreation Edu tion, Purdue University, formerly NIRA's Director of search.

—**Frank Baker,** Executive Secretary-Treasurer, Americ Bowling Congress.

—**Richard S. Yoeman,** Vice President, Whitman Publis ing Co., and one of the nation's leading authorities on c collecting.

The heart of any NIRA Conference, of course, are t specialized seminar sessions. Elsewhere on these pages you find a list of major topics scheduled at this time. Each w be chaired by a NIRA member who is an expert in the fie under discussion, on subjects ranging from cost cutting executive fitness.

Other highlights of the Conference were announced th month, including—

Allen-Bradley Tour. Conferees will spend an evening Allen-Bradley Co., where they will be treated to a banqu dinner, a tour of the plant recreation facilities, and a pe



the 1965 Conference of NIRA will visit Allen-
re they'll be treated to a tour of plant facilities,
nd see a "music in industry" demonstration by
ed employee chorus and orchestra.



CARL KLANDRUD
Allis-Chalmers Mfg. Co.



STAN MUSIAL
President's Council on Fitness

e NIRA Conference, May 15-18

nance of the Allen-Bradley chorus and orchestra, one of best amateur music groups in the nation.

rewery Tour. Conferees will get the chance to see first d one of Milwaukee's oldest and most famous industries uction.

IRA Ceremonies. The largest group of applicants in RA history is now under consideration for admission into Certified Industrial Recreation Administrators program. h due pomp the new CIRA's will be ushered into the ciety" at special ceremonies at the conference.

wards Luncheon. Winners of NIRA's Helms Industrial reation Award will be announced at the annual Awards ncheon at the Conference. Also featured will be the win-g companies in NIRA's current tournament competitions, uding bowling, bridge, and rifle-pistol events.

Wives Program. A separate program for wives of delegates has been arranged, including a tour of the city, a luncheon and style show, a shopping trip, as well as many of the basic features of the regular conference program.

Exhibits. Milwaukee will boast one of the best stocked exhibit halls in the association's 24 year history, with most of the major product and service lines in industrial recreation well represented. (See NIRA Newsletter section).

Forrest Flaminio. The champion archer of U.S. industry, Forrest Flaminio, A. C. Spark Plug, Milwaukee, will put on a demonstration of his record-shattering skill with a bow.

For room rates and basic registration information, see the conference ad elsewhere in this issue of R/M.

In terms of its variety, all-around program excellence and practical value to the delegate, NIRA's 1965 Conference in Milwaukee is one of the outstanding events of the year for the professional industrial recreation director.

eminar Topics for the 24th Conference of NIRA in Milwaukee

otel Schroeder — May 15-18, 1965 — Milwaukee, Wis.

Twenty Good Reasons Why You Should Come to Milwaukee in May

1. Beginning and Financing Programs
2. Increasing Employee Participation
3. Activities for All Employees
4. Insuring the Recreation Program
5. Executive and Employee Fitness
6. Buying Banquets and Entertainment
7. Cutting the Costs of Your Program
8. Managing Recreation Facilities
9. Recreation's Role in Retirement
10. Employee Group Travel Clubs
11. Organizing Employee Activities Clubs
12. Music Activities for Industry
13. Banquets and Food Functions
14. How to Choose a Vendor
15. Industry Sponsorship of Sports
16. Activities for Retiree Clubs
17. New Ideas in Recreation Programs
18. Industrial Recreation as a Career
19. Some Key Program Problems
20. Industrial Recreation Associations

NIRA Newsletter

APRIL 1965 ©1965 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION VOL. 23, N

Awards in Membership Drive To Be Featured in Milwaukee

NIRA's membership gains since the last National Conference are already the best in six years, and with a month remaining until the members gather in Milwaukee for the 1965 Conference, the chances are good that the association will end the year with more new members than in any single year since 1946.

In that year, which was only the fifth since NIRA was organized, 101 U. S. and Canadian firms joined the association. This year, NIRA has added 46 new company members—about equal to the gain in memberships during 1958. Nine additional company memberships will better the record of 1956, and give NIRA its best year in nearly two decades.

NIRA President Frank Davis credits the spurt in membership to several factors, including the NIRA Tournament Program, national publicity, and a better "membership package" than in previous years, but he singled out L. M. Deal, chairman of NIRA's membership committee, for special praise.

Deal's two-year tenure as head of a vigorous grass-roots membership campaign has netted NIRA most of the new members. During 1964, the campaign, given the "code name" Tomcat, showed great promise—in fact it reversed a trend that had started during leaner years in the early 1960s. During 1965, the gains are even more impressive.

Incentive awards will be given by prize drawing at the Milwaukee Conference of NIRA, and all members who participate in the membership drive and secure at least a single member are eligible for the drawings.

Among the NIRA members who have already qualified for the awards by bringing in new members are: Frank Davis (4); Howard Honaker (4); Ken Klingler (3); Fred Wilson (2); Gerry LaGrave (2); Norm King (2); Charles Cunningham (2); Fred Martin (2); Ken Farley (2); Martha Daniell (1); Wally Dowswell (1); Fred Canaday (1); Charles Bloedorn (1), and J. R. Mitchell (1).

There seems little doubt in the minds of most NIRA brass that the association will bring in those nine additional firms, and thus achieve its greatest year of growth since its founding days.



Helms Entries Stream into NIR

Participation in a revitalized H Award program is running strong cording to Don Neer, NIRA's exec director. The program was renewed a lapse of one year for study and revi

While hushed delegates listen in ticipation, the winners of the 1965 gram will be announced, and their N representatives will be presented commemorative plaques, at the Aw Luncheon during the Milwaukee Con ence next month.

Five awards—one for each size m bership category—will be made, an addition an overall winner will be ch to receive the Helms traveling trophy

Reportedly, less stress will be pla on expensive facilities than in past ye and much more stress will be placed ingenuity and good use of available sources.

The award was instituted in 1959 the Helms Athletic Foundation, Angeles, to help focus public attent on the achievements of American Canadian industry in providing rec tion for their employees, and to rec nize the achievements of the recreat directors through whose efforts the p grams are made possible.

Entries will be judged according the six major areas of activity during past year, including 1) NIRA partici tion, 2) leadership, 3) program, 4) ganization, 5) financing, and 6) ma achievements during 1964.

Judging will be done by a select pa who will meet early at the Conference Milwaukee to consider all applicatio

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and The Athletic Institute met recently with the staff of the President's Council on Fitness to plan ams for industrial employees. (L to R) Don Neer, NIRA; Stan Musial, director, President's Council ness; Glenn Swengros, Council director of program development; Col. Ted Bank, The Athletic te; Nick Nicholson, Council director of information, and Robert Stewart, Council administrator.

IRA Applicants To Be Feted t NIRA's Milwaukee Meeting

ore than 60 applications for ac-ance into the Certified Industrial reation Administrator's program, ch is administered by NIRA, are on at association headquarters in Chi-. Each of the 60 applications was since the last annual conference NIRA in Cleveland.

The applicants represent the largest up ever to petition for certification in ingle year since the program was ugurated in 1961. Each of the 60 will onsidered for certification by a special A committee, which is composed of NIRA past president and two others ointed by the current president, and ch will meet in special session some-e prior to the Milwaukee conference. At the conference, the applicants will accepted into the ranks of the profes-nal recreators in the CIRA program, and will be feted at special ceremonies on Monday morning, May 17. At that time, Harry D. Edgren, retired professor of recreation education and a former NIRA director of research, will be the featured speaker.

Primary reason for the tremendous upsurge in CIRA applications is the expiration of the program's "grandfather's clause" on January 4, 1965. Scores of applicants sent in their forms during the weeks just prior to that deadline.

"Grandfather's clause" is a term in common use with those who set the conditions and eligibility requirements for professional organizations such as CIRA. It usually means that during the organization's first few years, certain of the stiffer requirements will be waived in light of the applicants' current professional status.

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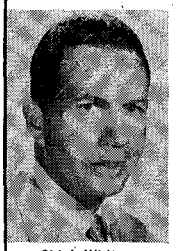


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Chick White

* * * * * *

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* * * * * *

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* * * * * *

Our new, 4-page, 1965 brochure is now "off press," and copies are available to all who want them (use coupon below). Besides showing various examples of imprinted golf balls, it contains illustrations of several packaging possibilities, plus other pertinent, up-to-date information. Send for your copy.

Chick White
Sales Manager

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State_____ Zip_____

List of Milwaukee Exhibitors Grows

The list of exhibitors at the Milwaukee Conference of NIRA is an impressive one, with most of the major product and service lines used by the industrial recreation administrators well represented.

Included are a number of sporting goods firms who have been exhibitors at an unbroken line of NIRA conferences extending back into the late forties. Sporting goods, in fact, comprises the largest section of the list, with travel services closing fast. Trophies and games are well represented.

At the Conference, plan your exhibit time well. If you are a typical industrial recreation administrator, you probably buy a considerable amount of recreation goods and services in a given year's time.

At the NIRA Conference, you'll get the chance to combine the buying trips of an entire year—not to mention
less hours of searching through
logues—into a couple of well-pl
"swings" through the exhibit ha

Having the chance to make va
contacts with the product and se
people is important. But merely s
ing a lot of time around the e
hall is not the way to do it either.
at least a "two trip tour" throug
exhibit area.

Trip one is a general swing th
the hall, in which the conferee g
materials on a once over lightly
Trip two is for getting down to spe
going back to selected booths, a
questions, discussing problems, e
ing your library of literature on s
interest items.

In short, use the exhibit hall
It's there for your convenience.

Following is the complete list:

SPORTING GOODS

Adirondack Bats, Inc.; Brunsv
MacGregor Co.; Converse Rubber
J. deBeer & Son; The Faultless Ru
Co.; Golfomat; Grip-Tripler, Inc.; G
Associates; Hillerich & Bradsby
Northwestern Golf Co.; Rawlings Sp
ing Goods Co.; Shakespeare Co.; A
Spalding & Bros.; Wilson Spor
Goods Co.; Winchester/Western.

TRAVEL SERVICES

American Express Co.; El San J
Hotel; Irish International Airlines;
International Corp.; Lufthansa Ger
Airlines; Nelson Group Travel Co
New York Convention Bureau, Sab
Airlines; Stardust Hotel; Swissair; Tr
World Airlines, Inc.; Travelpower, I
United Airlines, Inc.

VENDING SERVICES

The Coca-Cola Co.; The Seven
Co.

SERVICE ORGANIZATIONS

American Bowling Congress; The A
letic Institute; Babe Ruth League, I
Boy Scouts of America; National R
Association.

FACILITIES, EQUIPMENT

Belson Mfg. Co.; Game-Time, I
Mexico Forge, Inc.; Recreation Equ
ment Corp.

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Broadway Toys; Edwin W. Lane C
Fisher-Price Toys; I. Pukel Impo
Saunders Mfg. & Novelty Co.; Whitm
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World Wide Games.

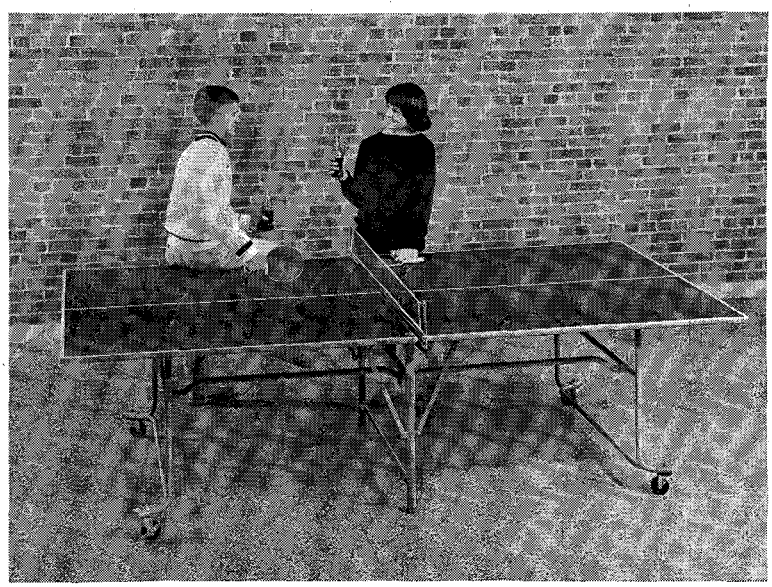
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Louie International, Inc.; Lion Bros. C

MISCELLANEOUS

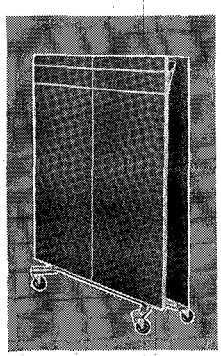
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Expensive? NO!



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8 NATIONAL TOURNEYS

TOURNAMENT TOPICS

NEWS ABOUT NIRA'S COMPETITIVE EVENTS FOR U.S. AND CANADIAN BUSINESS AND INDUSTRIAL EMPLOYEES

FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOURNAMENTS

orth American, General Motors Pairs Win NIRA's 1965 Bridge Tourney Finals

r. and Mrs. E. J. Dryer, of Downey, ., won the National Industrial Du- te Bridge Tournament in the finals e event played in late March at the man House hotel in Chicago. Dryer esearch specialist with the Space and rmation Division of North American tion Co. The couple took first place a 201½ score.

Ir. and Mrs. Dorsey Brooks, defend- champions from Detroit, were second ng the 20 regional winners who hed the finals with a score of 189½ the two-day weekend competition. oks is an insurance analyst for the er Body Division of General Motors p., in Detroit.

oth couples will be awarded an all- ense paid 13-day Caribbean cruise in uary, 1966, from Whitman Publish- Co., Racine, Wis., co-sponsor of the rnament. Charles Goren, famed U.S. lge authority, will host the cruise.

The two winning pairs and the six er pairs were the finalists from among eld of 2,273 industrial bridge players o competed in 63 company tourna- nts throughout the U.S. and Canada January.

The finals were played in three ses- ns of 27 boards each. Each pair played h of the other nine pairs three boards ing each session. The tournament nners were selected by totaling match nts earned in all three sessions.

All twenty of the finalists received ex- nse paid trips to Chicago to play in the als. They range in occupation from retaries to research specialists and en- neers. Five women are the wives of er contestants, and the fact that two band and wife pairs won the tourna- nt would dispute a number of old ges about bridge.

R. Fred Canaday, of General Motors, troit, served as tournament chairman. Vincent O. Remey, a noted bridge authority, was director of the tournament.

After the tournament on Sunday afternoon, the ten pairs were treated to a banquet, at which appropriate awards were made.

For bridge buffs, among our readers, R/M will carry in its May issue, the complete story, and a photographic wrap-up of the tournament.

The final standings follows:

FINAL STANDINGS—NATIONAL INDUSTRIAL BRIDGE TOURNEY

Region	Name	Company
VII	Elmer J. Dryer	North American Aviation
	Judith A. Dryer	Downey, Calif.
III	Dorsey W. Brooks	Fisher Body Div., GMC
	Zerrene Brooks	Detroit, Mich.
V	John E. Mourning	Honeywell, Inc.
	Dennis V. Lobben	Minneapolis, Minn.
I	Robert Hallock	Olin Mathieson Chem. Corp.
	Richard Lewis	New Haven, Conn.
VI	Walter B. Howerton	Sandia Corp.
	Barbara Howerton	Albuquerque, N.M.
VIII	Norman Fisher	Canadian Kodak Co.
	Peter Sands	Toronto, Ont.
II	Marguerite Brown	Owens-Illinois
	Helen Yetter	Toledo, Ohio
IV	William S. Patrick	Martin Co.
	Penny Patrick	Orlando, Fla.
II	Charles Trimbach	Delco Products, Div. GMC
	Letha Trimbach	Dayton, Ohio
III	Linda Bickel	Miles Laboratories, Inc.
	Emily Wilhelm	Elkhart, Ind.

Conference Awards Banquet to Feature NIRA Tournaments

Representatives of firms whose employees have won honors in 1965 NIRA tournaments will be feted at the Awards Banquet at the 23rd National Conference of the association in Milwaukee in May.

Tournaments which will be concluded by that time include the 1965 Bridge, Bowling, and Rifle-Pistol events.

The Bridge championships were decided in Chicago last month, and both the Rifle-Pistol and Bowling competition will conclude in April.

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This year, enjoy Camp Manitou, in the wilds of Ontario, where some of the choicest fishing and hunting in North America are found. Manitou's clear Canadian lakes hold muskie, northern, lake trout, walleye, and smallmouth. Its forested land abounds with moose, deer, bear, and partridges in season. Ask about our 15-25 person group rates for the avid hunters and fishermen in your firm.

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Mail to NIRA: 20 N. Wacker Dr., Chicago, Ill. 60606 312 AN 3-6696

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One of the most active industrial archery clubs is the one for Kohler Co. employees in Kohler, Wis., some of whose members are shown here. The sponsors a full-blown program for children and adults, including novelty and tournament shoots, as well as instruction for beginners.

Archery Growth Continues as NIRA Prepares for 2nd Annual Tournamen

Archery—thought by most people to be the unlikliest of prospects for a boom just a few years ago—continues to fool the experts. The Athletic Institute's sports participation figures show a gain during 1964 of a cool million target shooters, for a total now of better than 8 million American souls.

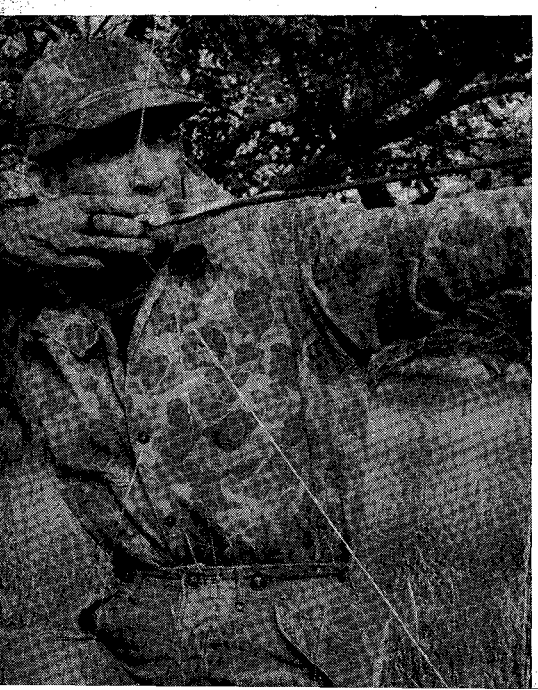
If these growth figures be true—and the manufacturers' sales charts seem to bear them out—archery is indeed a boom, or at least a *boomlet,* and by anybody's standards is one of the country's fastest growing sports.

Among the most enthusiastic bow-and-arrow buffs are the Robin Hoods and Hiawathas of business and industry, who are establishing a broad base for their chosen sport by setting up company-sponsored employee archery clubs.

Last year, several score of firms participated through their employee archery clubs in the First Annual NIRA Archery Tournament, co-sponsored by the Archery Manufacturers and Distributors Association.

The list of competing companies read like the NYSE's blue chip list of selected stocks—National Cash Register; IBM; General Motors; 3M; Dow Chemical; General Dynamics. There were also a lot of smaller companies on the tournament roster, of course, firms that are still a couple of years away from "FORTUNE'S 500."

In fact, tiny Bundy Tubing Co. almost aced out mighty General Motors in the individual scratch division—an eventuality which would hardly have set traders aquiver, because the industrial archers were only having fun. So much fun in fact, that tournament coordinators were predicting greatly increased participation for the second annual event, scheduled for late summer, 1965. (See bottom next page.)



Forrest Flaminio, of AC Spark Plug, will demonstrate his skill with the bow for attendants at NIRA's 24th Annual Conference in Milwaukee in May.

What's behind the increased inte in archery? Hard to say, exactly, among the factors would be these: a matic indoor ranges; the developmer clubs, and sophisticated new arc tackle that looks and feels like it bel to the space age.

Another major factor in the cur boom: the nameless manufacturers v a quarter century or so ago, armed present generation of serious archers v fifty-cent bows and sucker-stick arr

Most industrial archery clubs star an outgrowth of a "training program archery skills. After a couple of m ings, and a couple of basic skills cla by an expert archer, interest in an ployee archery club will usually foll Here are some basic tips on starting dustrial archery clubs.

Promotion

Feature the club in the recreation tion of the company publication. In ac tion, turn loose the full force of y company communications mechanism, cluding posters, bulletin board announ ments, direct mail "interest finders," a announcements on the public address s tem. Publicize the first exploratory me ing of employees who are interested archery.

Arrange to show an archery film two, either on hunting, target shooting trick shooting, at that first meeting. Th films are available free from many of

ty equipment manufacturers.
range to have an expert shooter on
to give a demonstration. Perhaps
one from your own firm is suffi-
y proficient to put on an impressive
nstration.

Beginning Group

ou'll find that many of the employees
respond to the publicity are begin-
at serious shooting. You must offer
something that will stimulate their
est in the club.
rrange plenty of instruction classes
e basics of archery including a) his-
of archery, b) development of the
pment, c) evolution of archery as a
. Illustrate the talks with films and
s. Spend time explaining and defin-
he terms of archery: *stringing, nock-
drawing, releasing,* etc., as well as
s used in competitive shooting: *end,
e, round,* and so forth.
reliminary instructions should in-
e plenty of "dry shooting" exercises.
is, beginning archers should go
ugh the motions of shooting without
ally releasing an arrow, just as mili-
recruits spend weeks "snapping in"
re they ever fire a shell.
se lightweight bows for training.
e of the shooters will want stronger
s as they become better archers and
ey build up their pulling power.

t Shooting

After the first few lecture sessions your
ery audience will want to do some
al shooting. Set up a target area with
ets set about 10 yards from the point
hooting. Use a large target and don't
he shooters move back until they can
the target with every shot.

ipment

You'll need some equipment for your training program. Some of it the company or club will probably purchase outright, targets for example. Perhaps you will be able to borrow some archery tackle from a local sporting goods dealer to use during the early training sessions.

Later, after the beginning archers learn more about the sport and the archery equipment, they will want to buy their own equipment. Those who own their own equipment will naturally show more interest in the sport and in the employee club than those who do not.

After you've set the ground work through the organization of an archery training program, as part of your regular employee recreation package, you will probably want to suggest—if the archers don't suggest it first—that a club be founded.

Club Organization

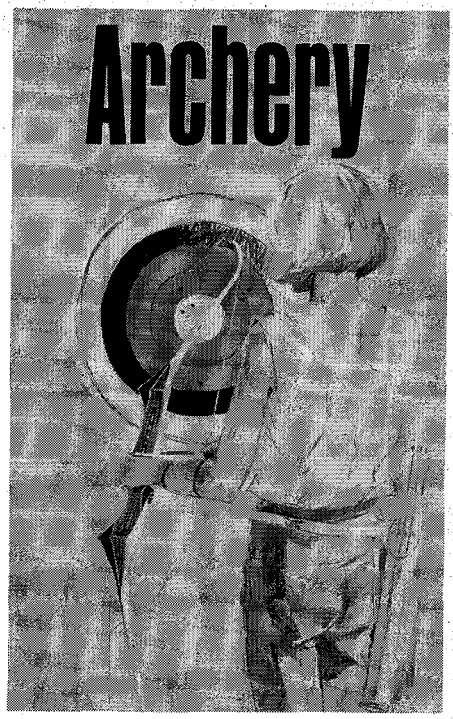
Your archers will undoubtedly want a formal organization with a constitution, and have as officers a president, a vice president, and a secretary-treasurer. The president appoints committee chairmen and presides at meetings. The vice president substitutes for the president, and the secretary-treasurer records club minutes, collects dues, and pays the bills. These officers and their functions in the employee club are standard.

In addition to these officers the archery club should have a number of chairmen to oversee special activities—outdoor and indoor target chairmen, field archery chairman, publicity chairman, scorekeeper, awards chairman and a social chairman.

Each chairman should have the authority to appoint committee members to assist him or her in carrying out the committee's duties. Once you have reached this point in the organization of the club, you're on your way.

hat's CHANGED about NIRA's 1965 Archery Tournament?

ot *much* is changed. The 1965 tournament will still be a five-week, stal, team and individual, scratch and handicap event for NIRA-mber firms. About the only major difference is that in a given week e archers will shoot *three* instead of *four* games—with a possible ore of 300 instead of 400. The Archery Manufacturers and Distribu-rs Association (through its operating arm, The Archery Institute) ll co-sponsor the event again with NIRA. The same prize incentives ll be offered—trophies for individual scratch and handicap winners, m trophies and individual medals for teams. The top archer will be ven an expense-paid weekend bowhunting trip to North Manitou and, Lake Michigan. Complete information will be sent to NIRA mbers later this month.



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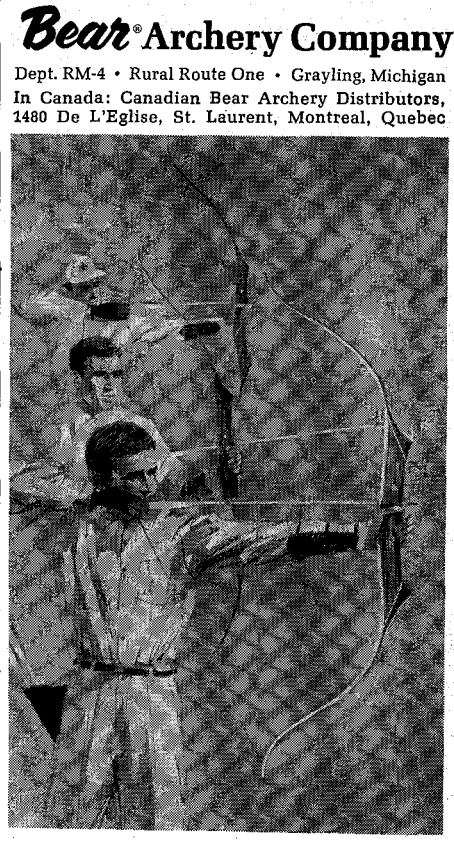
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NIRA Bowling, Rifle-Pistol Events Conclude This Month

Howard Honaker, of Faultless Rubber Co., whose company will serve as host for the second year in a row to the NIRA National Industrial Bowling Tournament, at the Charger Lanes, Ashland, O., reports that pre-registrations for the event have broken last year's high participation level of 107 teams. Honaker is predicting that 125 teams will compete when the tournament gets underway April 23-28.

An estimated first place prize of $1,000-plus awaits the tournament winners, according to Honaker, who is serving as chairman of the event. "Hospitality plus" will be the byword at Ashland for the NIRA bowlers, he said.

Honaker said that in addition to the cash prize incentives for the bowlers, a large number of merchandise prizes had been donated to the tournament by Faultless Rubber Co. and Charger Lanes.

Charger lanes will present a wrist watch to each bowler who records the high actual four-game total on each shift in the team event. Faultless will give a pair of foam bed pillows to each bowler who registers the high game on each shift.

In addition, Faultless, whose hospitality is second to none among company sponsors of NIRA tournaments will hold an Open House throughout the tournament for the visiting bowlers at the Miller Memorial, where free refreshments will be served to all who attend the event.

Honaker, a member of NIRA's board, said that participating firms must be members of the National Industrial Recreation Association.

The three-day team tournament will be a four-game event with handicap. Bowlers can also enter an optional singles event, if they wish.

There will be a prize ratio for the event of one for every eight entries, with prize fees returned 100% in prizes.

1965 Rifle-Pistol Tourney

Meanwhile, participation in the 1965 NIRA-NRA Rifle-Pistol Tournament is reportedly well ahead of last year's record levels. Deadline for sending targets to the National Rifle Association for ing is April 30, 1965.

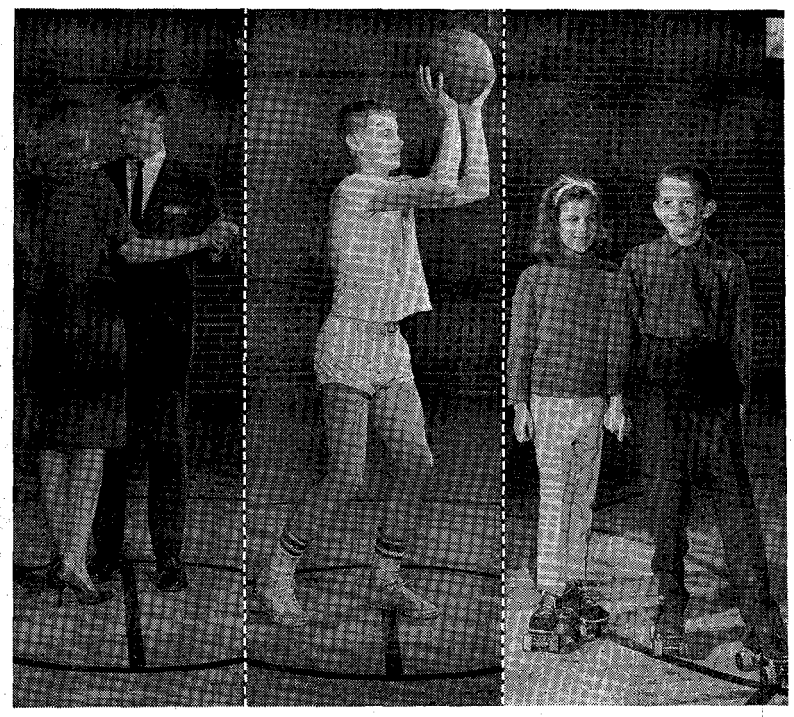
Team and individual shooters in events will receive awards at a ra one trophy per each 15 participants tournament is an event for team a dividual shooters, indoor or ou with participants either using .22 c rifles and pistols on 50′ ranges; or rifles and pistols on 25′ ranges.

National Champions in each wi ceive expense trips as follows, co of the National Rifle Association.

Pistol—Expenses up to $200 to Perry to compete in National Championships.

Rifle—Expenses to Montour, Io hunt European Wild Boar in Oct where NIRA's top rifleman wil hosted by the Black Boar Ranch.

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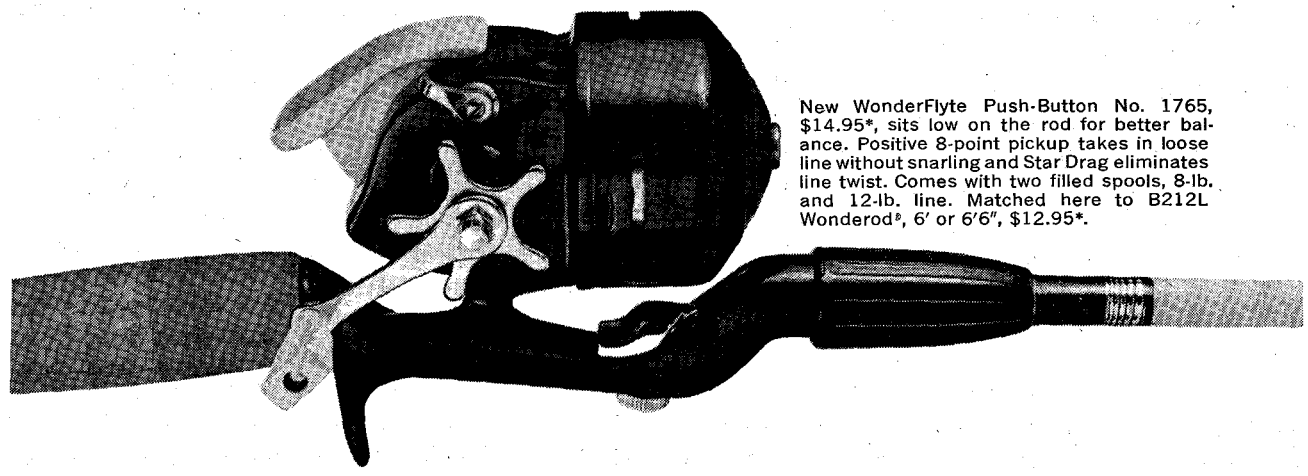
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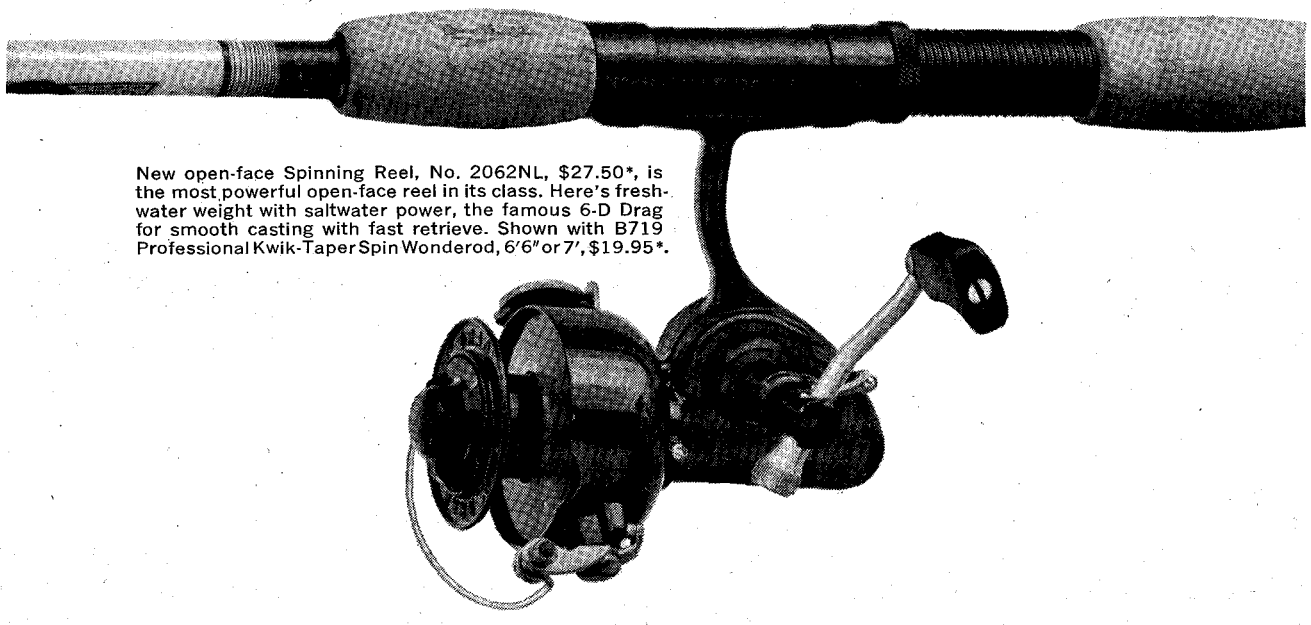


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TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF INT

CAB Routes Chief Tells Role of Charters In the Evolution of Air Travel Services

Following is a summary of remarks by J. W. Rosenthal, Chief, Routes and Agreements Division, Civil Aeronautics Board, before the NIRA Travel Council in February.

Recent transportation surveys suggest that there is a tremendous and as yet untapped potential for personal travel. At least one such study indicated that the great bulk of people, including many who can well afford to do so, almost never travel more than 200 miles from home.

As the standard of living increases in this country and in the rest of the world, the number of persons having discretionary income, as well as the amount they have, increases geometrically. Accordingly, one may almost assume that there is an unlimited expansion potential to the market for personal travel.

However, the competition for this discretionary part of the consumer dollar is fierce. To name just a few, the automobile companies, the appliance makers furniture dealers, the fashion purve —all are heavily engaged in exercis ingenuity to corral uncommitted do

Great changes are being made in airlines' approach to sales. They are ginning to spend less time trying t vert traffic from existing travel ma and more time competing with unrel markets.

For some years, we have pointed to value of the transatlantic charter prog as demonstrative of the availability mass travel market—at a price—an both incentive and prod to the sched carriers to reduce fares to serve the t eling public.

In any evaluation of the contribu charters make, it is interesting to cont domestic and transatlantic fare level the year 1955 with those of 1965. former was the year in which the m non-sked transcontinental operator put out of business by court order.

It was also the year in which the Bo inaugurated the transatlantic charter p gram. In 1955, the DC-6 transcontin tal round trip coach fare was $198, an lesser excursion fare was available on tain days of the week. In 1965, the coach fare is $290—46 per cent hig than the 1955 level. Moreover, in 19 there is no lower price excursion f available.

In 1955, the on-season New Yo London round trip coach fare was $5 —and there was no excursion or gr fare available. In 1965, the on-sea New York/London economy fare is der $500 but, more significantly, the riers offer a $300 round trip 21-day

Present at the NIRA Travel Council Meeting at the Stardust Hotel, Las Vegas, were: (Seated left to right) Mrs. Arthur Conrad; Stephen Sandstrom, Sheraton Corp. of America, New York; Ed Mitchell, U. S. Steel Corp., Gary, Indiana; Desmond Kelly, Las Vegas Convention Bureau, Las Vegas; David Midgley, TWA, New York; Ken Farley, Ask Mr. Foster Travel Service, New York; Mrs. Fred Wilson; Marion Brennan, Irish International Airlines, New York. (Second row) Fred Wilson, Scovill Manufacturing Co., Waterbury, Connecticut; Mark Swain, Stardust Hotel, Las Vegas; Jack Rosenthal, Civil Aeronautics Board, Washington, D. C.; Don Neer, NIRA, Chicago; Fred Canaday, General Motors Corp., Detroit; Arthur Hutchinson, NIRA, Chicago; Fred Martin, Las Vegas Recreation Dept., Las Vegas; Richard Foley, American Express Co., New York. (Top row) George Moulton, Bonanza Airlines, Las Vegas; Charles Hogan, French Line, Beverly Hills, California; Robert Cook, Travelpower, Inc., Milwaukee; Don Kaupert, Happiness Tours, Chicago; Patrick Green, Hilton Hotels, Chicago; Bill O'May, Flick-Reedy Corp., Bensenville, Illinois; Art Conrad, Flick-Reedy Corp., Bensenville, Illinois.



n fare, as well as a low group fare. o important is the fact that the tic trunk revenue yields per pas- mile have increased since 1955, the U.S. flag international yield clined substantially.

may interest you to know that the of the supplemental and transat- charter program to the Board's ef- o secure reasonable rate levels was nized by the Inter-agency Commit- International Air Policy.

ey recommend to the President that ational air policy favor continuation arter competition by supplemental rs in order to assure pressure on the structure and provide a yard stick economics of air transportation.

e group faced the question of what should be followed when interna- air fares were reduced. The answer not to curtail charter activity by carriers—but to expand their com- ve opportunity.

e purpose was to assure that these rs remained economically viable in market so that their withdrawal d not precipitate a return to a high policy over the Atlantic.

hen group fares were introduced in ransatlantic area, it was clear that was a competitive response to the charter program. Although the CAB had sought this objective, it did not react by tightening up transatlantic charter standards. It liberalized them by abolishing the 20,000-member limit restriction and by allowing the travel agent to better assist groups organizing tours.

The Board also authorized two nón-skeds with five-year certificates of public convenience and necessity for transatlantic charter service, authorizing them to provide split charters.

In addition, there is still pending the question of whether the two should be authorized to provide charters to travel agents for the sale by such agents of all-expense tours for non-affinity groups.

The board has also confirmed the grant of temporary operating authority for trans*pacific* affinity charters for two other non-skeds. In taking this action, the Board specifically called attention to its hope that a charter program would be as successful in the Pacific as it was in the Atlantic in stimulating fare reductions.

The Board has also proposed to broaden the definition of charters to be performed by supplemental carriers in the domestic market to include charters to travel agents for the provision of all-expense tours for non-affinity groups.

In proposing this expanded charter authority, the Board has been mindful of the need of supplemental air carriers for an increased opportunity for commercial business. More importantly, the all-expense tour approach opens the possibility of a greatly expanded recreation travel market.

It is clear that all-expense tour charters can, by making the "See America First" program a better travel bargain, contribute in a constructive way to the President's efforts to solve the gold-flow problem.

Of course, the Board's sole concern is not to assure the economic health of the supplemental air carriers. Rather it is to assure the continued economic well-being of the basic industry—the trunk carriers, the U.S. flag carriers, the cargo carriers, and the local service industry. Without economic viability, these carriers would be unable to discharge effectively the heavy burden of public service imposed upon them.

Thus the Board is compelled to so regulate the charter program as to limit its potential diversion from the individually-ticketed service provided over the system. This then is the reason for the specific rules which have developed over the years for transatlantic charter

(Continued on page 32)

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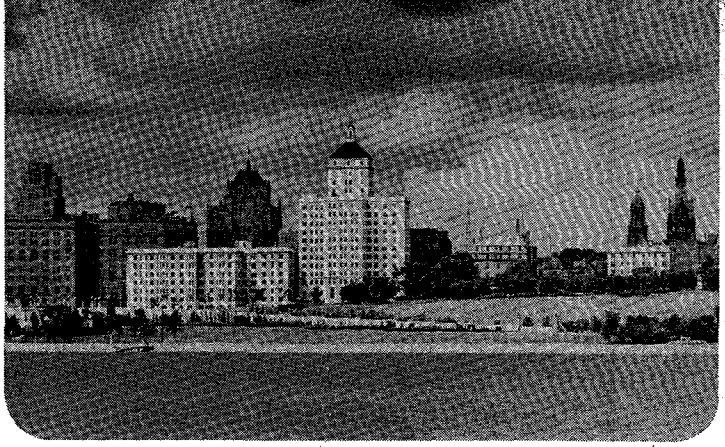
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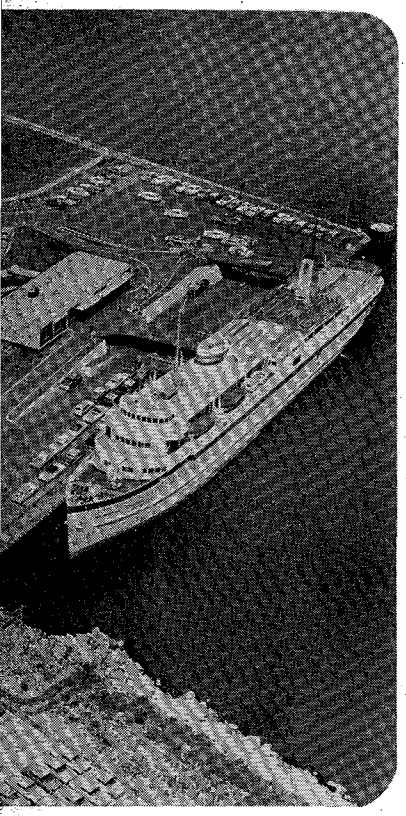
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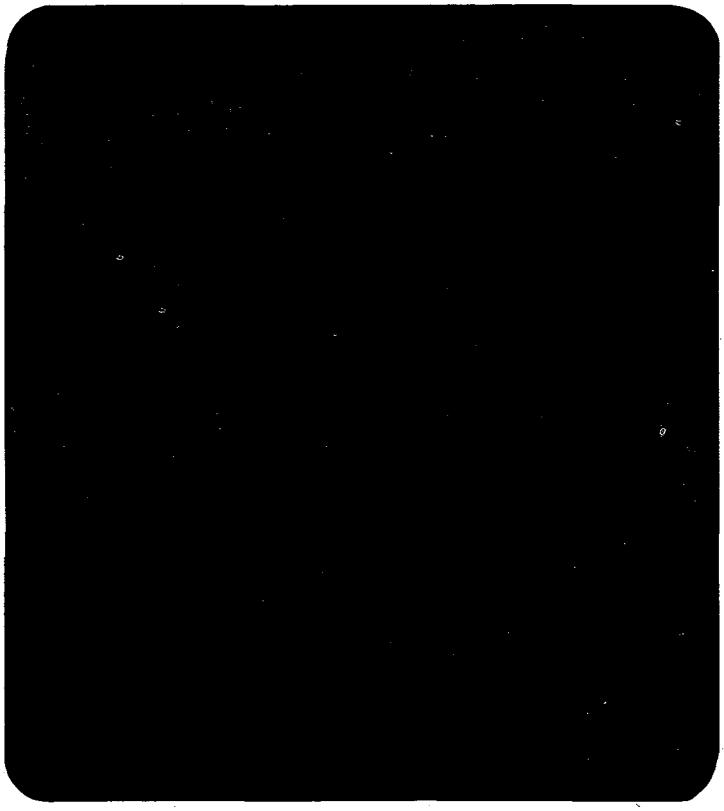
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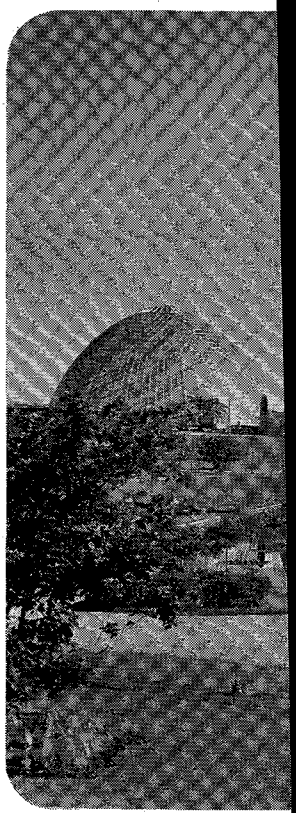
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COME TO MILWAUKEE IN MAY, 1965

One of any professional organization's most important functions is to serve as a "free forum for the exchange of ideas." Of all NIRA services, none fulfills this role better than the Annual National Conference and Exhibit.

EVENT OF THE YEAR

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PROGRAM HIGHLIGHTS

Make plans now to attend the 24th Annual NIRA Conference and Exhibit, Hotel Schroeder, Milwaukee, Wis., on May 15-18, 1965.

TOP SPEAKERS from management, sports, recreation, and government will review the important trends in the field of industrial recreation and employee services.

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One of six perfect answers to "Where shall I send them this year?"

Here's just one of six full-color travel kits United Air Lines is offering this year—to help you in planning exciting group travel or incentive trips in the U.S.A., coast-to-coast and to Hawaii.

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The five other United kits will help you plan dream trips to Hawaii, Southern California, Northern California, New England and Washington, D.C. From New York and the World's Fair to Hawaii and in between, the U.S.A. never offered more to see and do than in 1965. Remember, United offers jet service to the most U.S. vacation areas, and on selected flights, new Jetarama Theater (wide-screen movies and six channels of audio entertainment)!*

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(Continued from page 30)

service, and which are applied in other international areas.

On the other hand, the domestic charter program has had a different evolution. Historically, there has been no requirement for prior administrative approval of domestic charters by licensed carriers. Nor has there been until recently any significant volume of domestic charter traffic by supplemental air carriers.

Under these circumstances, it had been possible to permit these charters to be conducted without specific delineation of the applicable rules. As many of you know, until recently, practically the only firm prohibition was against the direct charter to a travel agent for the solicitation of the general public. But in 1963, there arose for the first time a need for certain supplemental carriers to develop domestic charter business.

At the same time, relatively high fares in certain significant recreational travel markets provided an economic incentive for hotel operators and travel agents to utilize charter travel as a competitive and promotional vehicle. The service, initiated in 1963, expanded greatly in 1964. As it did, the situation deteriorated rapidly. As a result, the Board promptly took action to stop the advertising of individual charters in mass media as a key factor in what appeared to be widespread evasion of the basic charter prohibition —sale of charters to the general public.

The Board's objective is to protect the basic transportation system from undue diversion without unduly complicating the organization of a charter by legitimate groups.

Excursion Fares Attract High-Income Tourists

A recent magazine study of the new, low fares available to air travelers to Europe showed that they haven't been working out exactly as expected.

Theoretically, the low fares were supposed to make travel available to lower-income people. However, what has happened is that the biggest increases have been among the group with incomes of $10,000 and more.

Most American tourists who went across the North Atlantic last year visited France (575,000). Next came United Kingdom, Italy, Germany, Switzerland, Netherlands, Austria, Denmark, and Spain.

Predictions for the Futur Growth of Employee Travel

Speaking before the NIRA Council in February, J. W. Ros made the following predictions have a direct and significant beari the future of employee group tra

"That affinity charters will co and that this market domestically internationally will show strong g among large industrial organizati

"That all-expense tours will tap markets, including, but not limit people in smaller business con colleges, fraternal groups, and h non-joiners who were not before readily to organize a charter.

"That the scheduled carriers compete effectively in the expa market for personal and recreat travel with:

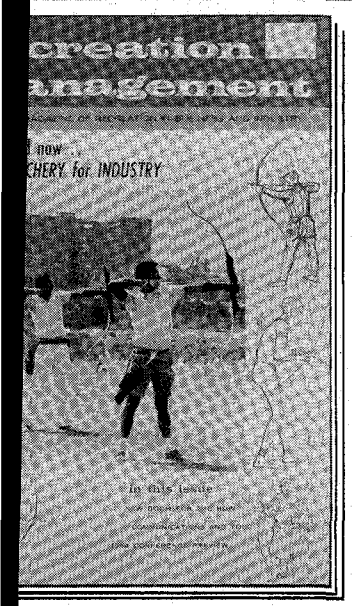
—lower no-frill service

—new promotional fares

"That with greater leisure time i affluent society the public will be from an enhanced opportunity to t quickly, comfortably, and safely b to more and more distant and at tive destinations."



SERVICES for MEMBERS of NIRA



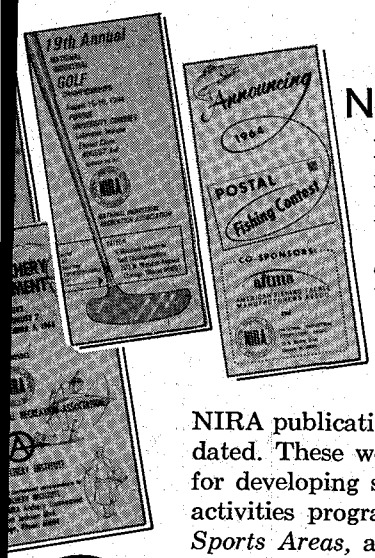
RECREATION MANAGEMENT

Published ten times yearly, R/M is the only national magazine exclusively devoted to coverage of the employee activities field. Each issue has a specific theme, such as "Group Travel," "Spring Sports," "Employee Hobby Clubs," "Winter Sports," or "Bowling." Reports on timely subjects are included, and the *NIRA Newsletter, Idea Clinic, Tournament Topics,* and *Let's Talk Travel* sections appear as regular features. Profiles of individual company programs, an annual *Buyers Guide, Membership Directory, Conference Proceedings,* placement ads, and other features make it the industrial recreation administrator's handbook.

CONFERENCES

Annually, NIRA conducts local, regional, and national meetings for its members. At the National Conference, manufacturers of employee recreation products and services set up exhibits to show industrial activities administrators how to improve their programs. Perhaps more significant are the specialized seminars, workshops, round tables and the like, where the attendants get the opportunity to thrash out individual employee recreation problems, as well as get new insights into the organization, administration, and day-to-day operation of the recreation program.

NATIONAL NIRA CONFERENCE AND EXHIBIT

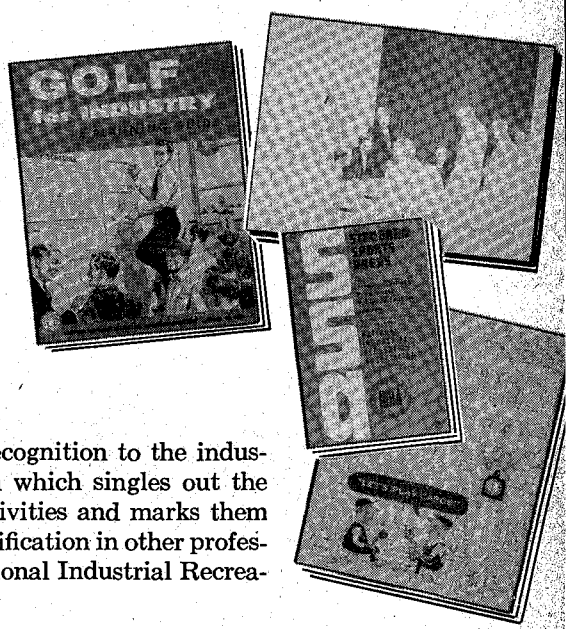


NATIONAL TOURNAMENTS

Each year NIRA members are invited to participate in one or all of the association's eight national tournaments. NIRA currently hosts and/or co-sponsors nationwide industrial championships in Bowling, Rifle, Pistol, Fishing, Bridge, Archery, Golf, and Deer Trophy events. Most of the tournaments are run on a "postal" basis (i.e., through the mail). These events can help stimulate interest in company programs through prize and trophy incentives offered by NIRA. An employee of your firm could be a national champion.

PUBLICATIONS

NIRA publications are constantly being produced and updated. These works describe the step-by-step procedures for developing specialized activities within the employee activities program. These publications include *Standard Sports Areas,* a NIRA-copyrighted book which contains the playing-area specifications for 70 major indoor and outdoor sports and their variations; *Let's Play Cards; Golf for Industry; How to Set Up Tournaments,* and others, included as a membership service.



CERTIFIED INDUSTRIAL RECREATION CIRA VISTRATOR

PROFESSIONAL SOCIETY

The Certified Industrial Recreation Administrator program gives recognition to the industrial recreation director as a professional. "CIRA" is a designation which singles out the achievements of individuals who run their company's employee activities and marks them as well qualified to administer the recreation program. Similar to certification in other professional organizations, the CIRA program is administered by the National Industrial Recreation Association and is open to *any* qualified man or woman.

MS AWARD PROGRAM

The Helms Industrial Recreation Award is given yearly by NIRA to the five member firms whose contributions to the field of industrial recreation have been most significant during the year. A panel of specialists in the field of recreation serve as judges of the nominated firms. The award is the highest hich a company can win through excelthe field of industrial recreation.

PRESIDENT'S BULLETIN

Periodically, NIRA sends members special reports on association programs and projects. Called *The President's Bulletin* these mailings also include program aids, rule books, film guides, reprints of articles about NIRA from non-association publications, and other miscellaneous materials which are of value to the recreation administrator.

OTHER SERVICES

NIRA provides, in addition to the specific services already named, the special counsel of its staff and advisory committee; a complete reference library of useful materials, research reports, and club constitutions; a confidential placement service; its own research arm—The National Industrial Recreation Research and Educational Foundation, and the NIRA Travel Council to assist with employee group travel programs. Perhaps most significantly, NIRA provides what *only* an association can—a forum for the free exchange of ideas among the members of one's profession.

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS AVAILABLE

Opportunity for woman in field of Industrial Recreation. Must have college degree in PE, and be proficient in gymnasium, swimming, and secretarial duties. Must be available to work no later than June 1. Write to Ken Treadway, Phillips Petroleum Company, Bartlesville, Oklahoma.

Opportunities exist in a large bowling company located in southeastern states for trainees. Prefer recreation and/or sales background. After up to one year training, assignment will be as a bowling center manager with excellent income potential. Mail resume and salary requirements to:
Box #129—RECREATION MANAGEMENT

POSITIONS WANTED

Young man with extensive experience in administrating recreational activities for leading industries in major city. Physical Education degree. Seeks position in California industry. Married. Salary open.
Box #130—RECREATION MANAGEMENT

Young man soon to have master's in recreation from Colorado State seeks position on staff of industrial recreation department. Married, one child. Salary, $7,000.
Box #127—RECREATION MANAGEMENT

Young man with B.S. in recreation and business, plus some master's work in recreation and park administration seeks position on staff of industrial recreation department. Married, no children. Salary, $6,000.
Box #126—RECREATION MANAGEMENT

Man with extensive experience in recreation area management seeks position as industrial recreation director. Degree in economics and physical education from U. of Mass. Married, 2 children. Salary, $9,500.
Box #125—RECREATION MANAGEMENT

Recreation administrator with Y.M.C.A. and colleges (possesses industrial employment) seeks responsible position in industrial employees activities or recreation promotion. Ed. D. from Columbia University expected in June. Background includes tourism and extensive athletic participation. Age 36, married, 1 child. Salary, location open. Immediate availability.
Box #124—RECREATION MANAGEMENT

Young man with B.S. in recreation and business, with majority of M.S. in recreation, from Indiana University seeks position in industrial recreation and/or public relations—personnel. Administrative and program experience in industry, municipal, federal government, and park district recreation programs. Married, no children. Salary, $550/month.
Box #122—RECREATION MANAGEMENT

Recent graduate with B.S. from Oregon State seeks position in industrial recreation department. Married, no children. Salary, open.
Box #117—RECREATION MANAGEMENT

Man with experience as military spec ices officer now seeks position as in recreation director. Married, two c Salary, open.
Box #116—RECREATION MANAG

Man with master's in recreation and 2 experience as military special service seeks administrative recreation/perso industry. Married, no children. Salary up.
Box #114—RECREATION MANAG

Young man with master's in recreatic Washington U. seeks position in in recreation department. Considerable ca perience. Married, no children. Salary, up.
Box #113—RECREATION MANAG

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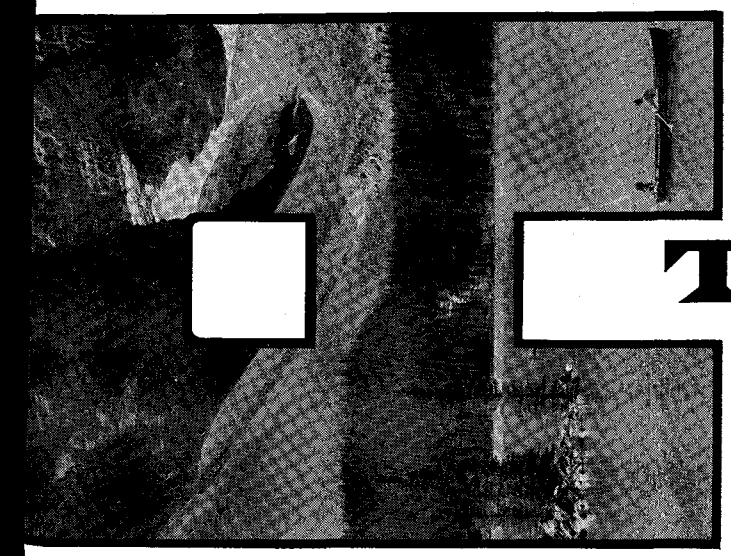
NIRA Conference Issue

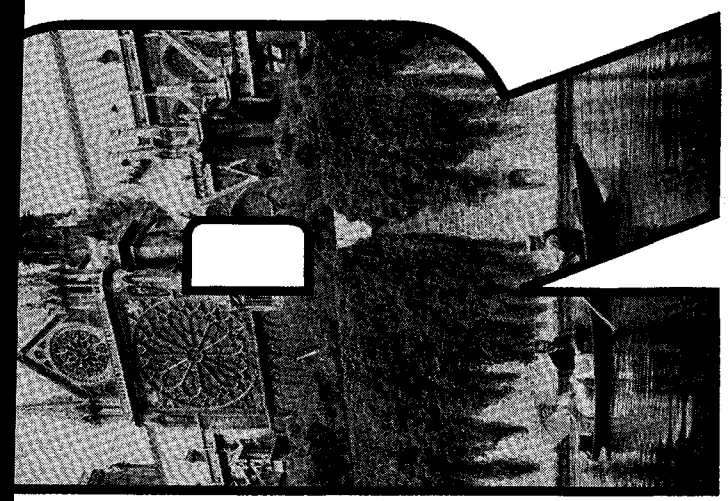
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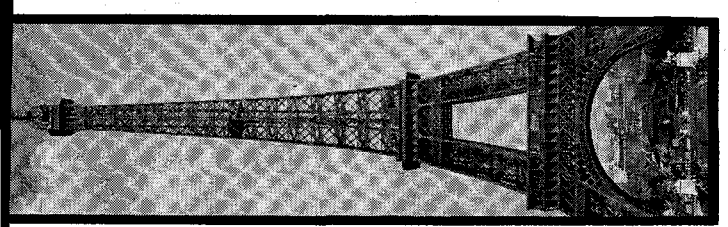
INCLUDING A COMPLETE GUIDE
TO THE PROGRAM
AND FEATURES OF
THE 24TH
NATIONAL CONFERENCE
OF NIRA IN MILWAUKEE

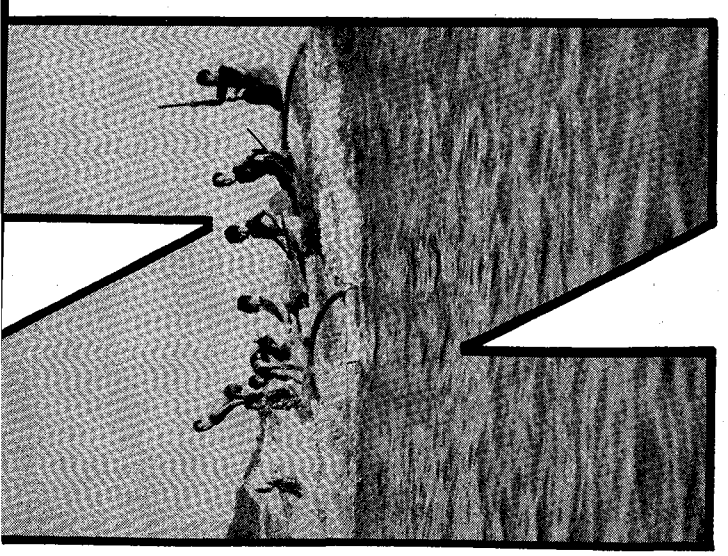
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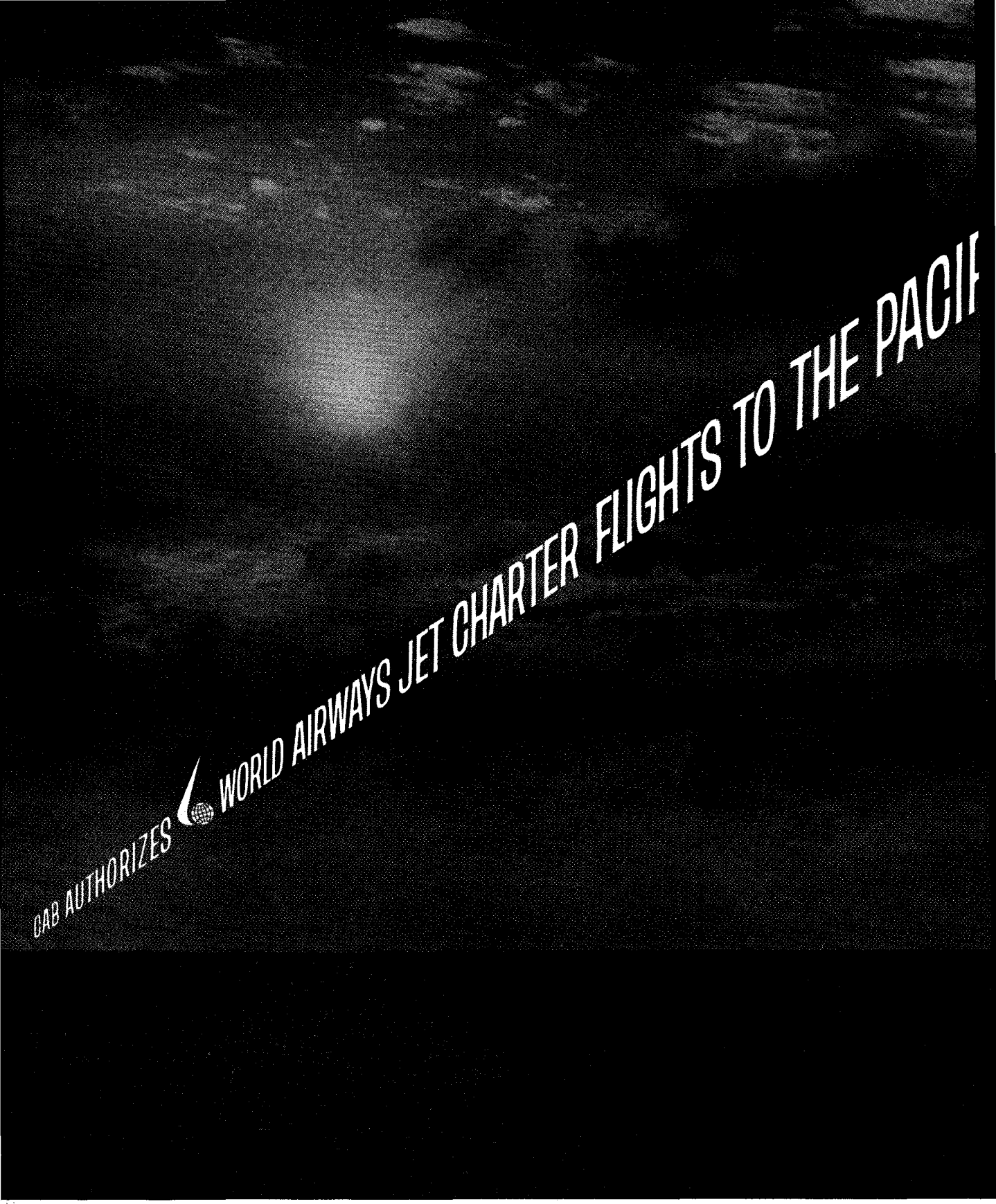
Employee travel is not really a new idea. The unstoppable urge of Americans to get up and go has long been an established tradition, and groups of employees have always banded together to travel to domestic and foreign points of interest.

But only in the past ten years or so has group travel taken its place as a *bona fide* part of the employee services program.

NIRA's Travel Council, a group founded in 1957 to give guidelines to companies interested in group travel is composed of leading firms in the field, including major airlines, tour operators, hotel companies and allied organizations.

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MAY • 1965



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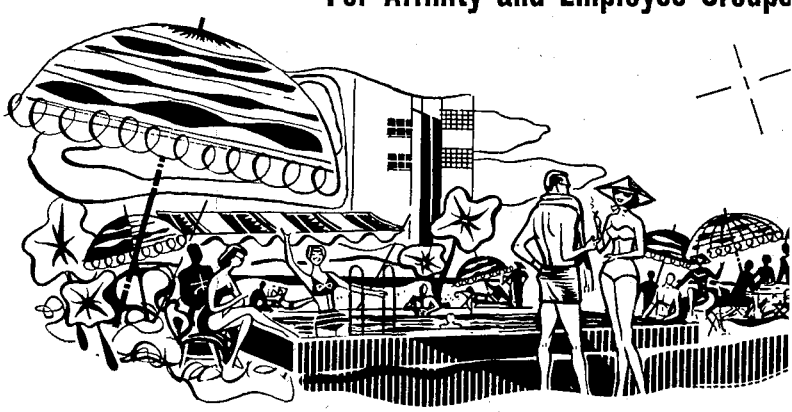
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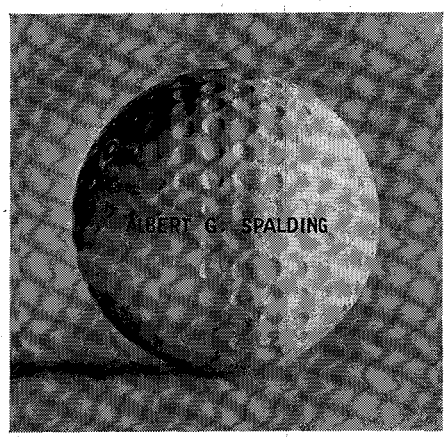
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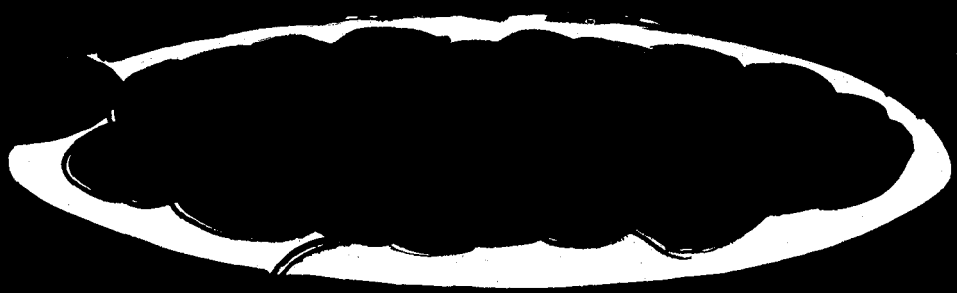
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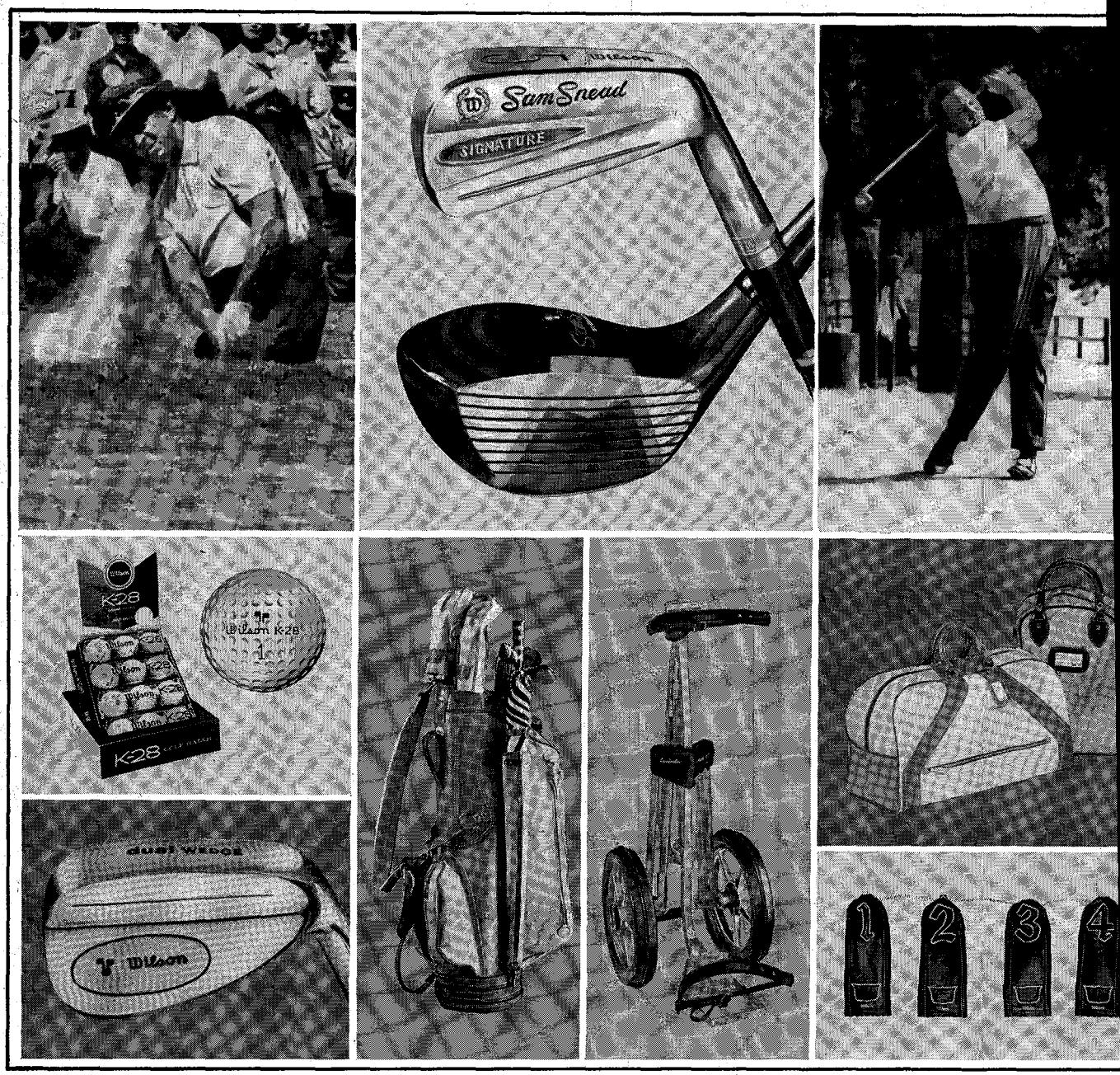
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MAY 1965



This record issue of R/M is dedicated to the outgoing slate of NIRA officers and directors and committeemen, who have given the association its best all-round year in nearly two decades. Credits for this fine cover to Leo Rotelli and Service Photo Co., Chicago.

FEATURES

LETTER FROM THE PUBLISHER
FITNESS IN INDUSTRY: A NEW GOAL
AN EMPLOYEES' ASTRONOMICAL CLUB
MILWAUKEE CONFERENCE HIGHLIGHTS
MILWAUKEE CONFERENCE PROGRAM
OUTGOING OFFICERS AND DIRECTORS
THE B. F. GOODRICH STORY
SALUTE FRANK DAVIS
NIRA'S 1965 BRIDGE TOURNAMENT

DEPARTMENTS

SIGNS OF THE TIMES
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IDEA CLINIC
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LET'S TALK TRAVEL
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What's the big idea behind TWA's low-cost group travel?



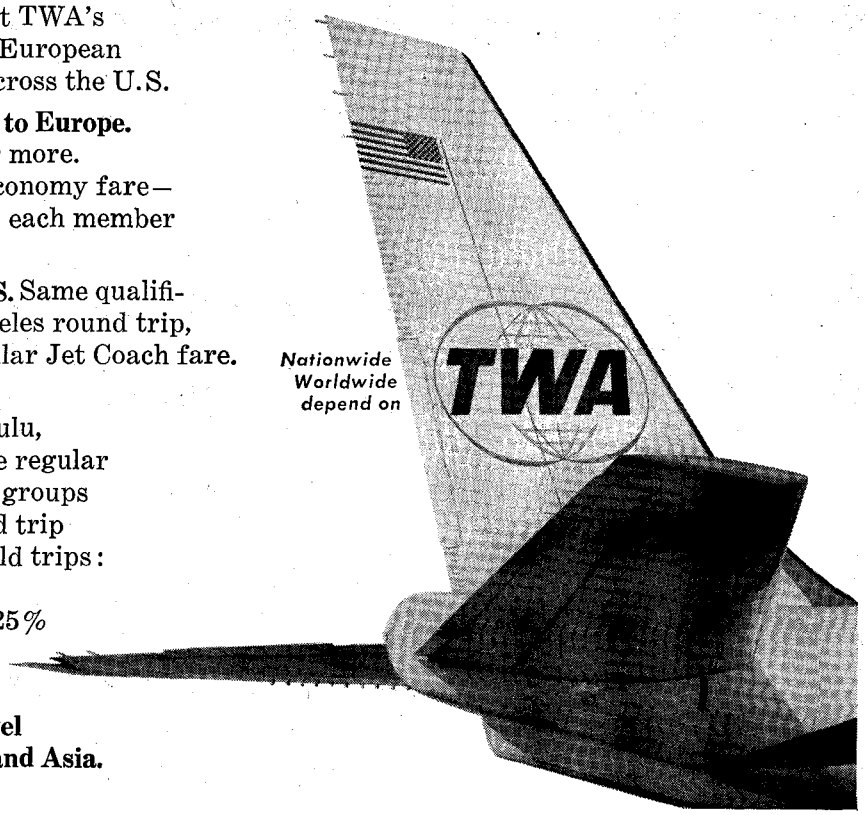
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MAY 1965
Volume 8, Number 4

Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Published by the National Industrial Recreation Association.
20 N. Wacker Drive, Chicago, Ill. 60606 Ph: AN 3-6697

A Letter from the Publisher

Records are made to be broken, and in this issue of R/M we are breaking a few. Excuse us, but we just can't let them pass without telling you.

First of all, there's the cover—"A Full House in Milwaukee." We don't expect people not trained in the subtleties of the graphic arts to exclaim "Bravo," of course, but this *is* the first time three separate colors have ever graced an R/M cover all at once.

Secondly, except for certain December "Annual" editions of R/M, which are crammed full of Conference Proceedings, Buyers Guide listings, NIRA Tournament records, and a lot of other stuff, no single issue has ever had more total pages than this one. The closest a May Conference issued has ever come was way back in 1959—a skinny 44 pages, compared with the present 56.

What determines the size of an issue, of course, is budget. What determines budget is advertising. And this month, believe it or not, advertising revenue has bested *all time* records by a bloomin' 25-plus per cent. We hope you'll take a good look at the World Airways ad on our center spread. It's our first four-color process ad, printed by our own good printers, and we're quite proud of it. We hope to have more.

Next take a look at all the rest of the ads. Together they represent the largest single aggregate of commercial messages ever printed in a single issue of R/M. There are more of them *in number*, and they fill more *total pages*. This issue is the high point to date in a publishing venture which began with the first issue of R/M in January, 1958.

NIRA's fortunes on the whole, in fact, have been getting better from about that time. The year past has been the best in more than a decade. (See *NIRA Newsletter*, this issue.) A few of the highlights of recent months include: the breaking of *all-time* NIRA membership records; a sold-out National Conference in Milwaukee; a bumper year for NIRA Tournament participation, and national publicity of unassessable value (including features in BUSINESS WEEK, SPORTS ILLUSTRATED, and a soon-to-be-published story in READER'S DIGEST.)

There's one problem with reaching these new highs, though. It gives the NIRA board, officers, and staff big ideas. Already they're swinging their sights around to blast the new records out of the book. Oh well, they *are* made to be broken.

Don L. Neer
Publisher

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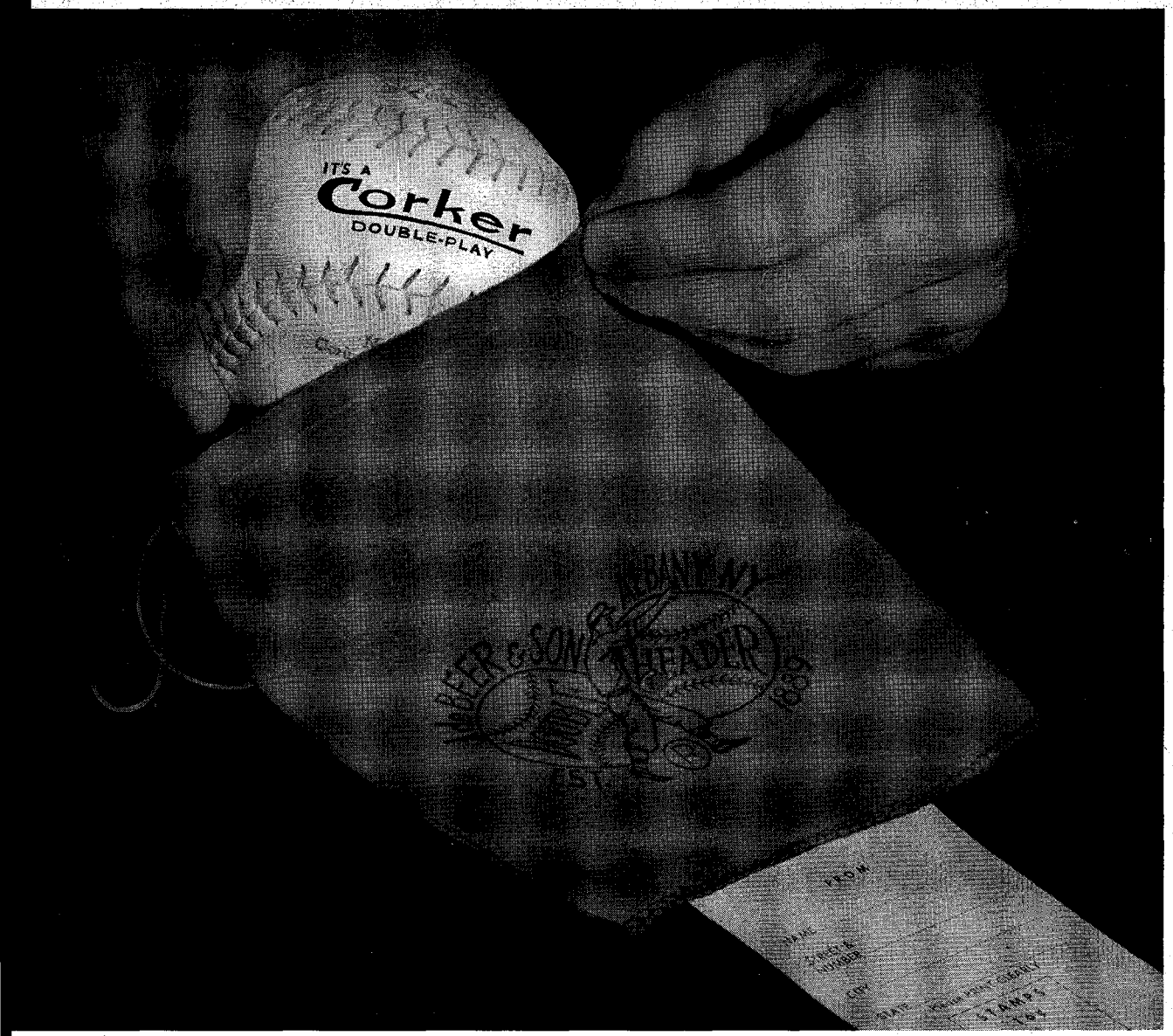
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DOUBLE-PLAY

When this ASA-Official ball has been clobbered game after game, and finally needs a new cover, we re-cover it FREE. All you have to do is mail it back to the factory, and we stitch on a gleaming white, new, rugged horsehide cover at no cost to you. It's like getting two softballs for the price of one. Corker quality makes it possible. The rubber-bonded cork core and solid winding stay firm, round and true through two lives of hard play. Mail the coupon today for more information and a FREE ASA Rule Book.

Stop in and see us at Booth 8, N.I.R.A. Show
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P. O. Box 187
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My sporting goods distributor is

NAME & ADDRESS

Please send me: ☐ More information about the Corker Double-Play and other quality softballs and baseballs in the de Beer line.
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J. de BEER & SON
ALBANY, N. Y. 12201

Manufacturer of baseballs and softballs since 1889

signs of the times...

SPLIT VACATIONS ON THE RISE. According to a recent article in the Wall Street Journal, split vacations are on the rise as the length of the vacations themselves grow. A survey of 147 companies by Management Information Center, a business research and publishing firm, found 59 per cent now permit vacations to be taken in two or more parts, up from less than 30 per cent seven years ago. More companies now give three weeks off to 10-year employees than give two weeks, and 23 per cent of the companies grant four weeks to 25-year employees, up from 14 per cent, just two years ago.

TRAVEL TO EUROPE WILL BOOM THIS SUMMER. Travel mentors are predicting an increase in travel to Europe of about 12 per cent over summer 1964 this year. That's the indication from advance bookings The government efforts to discourage European trips as a way of stemming the outflow of dollars will fall flat, they predict. Most tourists don't believe their "few dollars" will make the differenc Others say they've been planning too long to change plans now. Shi travel is already filled to capacity in June-July and most of August. No problem—except charters and groups on some lines—is anticipated for getting space on the airlines. Prices in Europe ar expected to be up almost five per cent over last year.

MILITARY RESERVE PROGRAM NO PROBLEM. Aside from certain two-week vacation difficulties arising from employees' participation in the military reserve program, relatively few personnel men feel the program is a problem. In fact, many feel, the reserve program can be an asset to the company. First, participating employees receive valuable leadership training; secondly, the company can reap some important corporate image benefits through the active participation of employees in the program, and thirdly, the company comes into contact with many community and business leaders who are senior reserve officers by encouraging participation in the program.

UNDERLYING DANGERS IN HEART CASES. The main cause of strokes and heart attacks is atherosclerosis, the clogging or hardening of the arteries. In a stroke, the blood supply and oxygen are cut off from the brain, causing damage to the brain tissue. The extent of a stroke victim's recovery depends on the area of the brain that's affected and the length of time that it is deprived of blood and oxygen. Among the causes of atherosclerosis, the following are thought to be most significant: overweight, limited physical activity, high blood pressure, heavy smoking, high blood cholesterol, and inability to cope with stress. Heavy smokers develop obstructiv arterial disease at an earlier age and to a more severe degree than light smokers.

NO MORE FLOWERS FOR DECEASED RELATIVES. Flowers are no longer sent to honor deceased family members of employees at the Union Carbide Co., Texas City, Tex., by the company's employee services group. In lieu of this practice, donations are made to medical research in the name of the departed family member. The surviving family member can have funds go to medical research of his choice. If no preference is made distribution will be to the American Heart Association, the Mental Health Association, or to a variety of research groups on children's diseases on an equitable basis. Flowers will still be sent in the event of the death of a Carbide employee.

This coupon good for a sample of Marion Brennan's ingenuity:



IRISH INTERNATIONAL AIRLINES AER LINGUS

MARION BRENNAN
Employee Group Travel and Tour Manager
572 Fifth Avenue, New York, N.Y. 10036

Please send me a sample itinerary and more information on Irish International Airlines Employee Group Tours.

NAME_____

COMPANY_____

ADDRESS_____

CITY_____ STATE_____ ZIP CODE_____

Our employee group is interested in visiting the following European countries:

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Our employee group has 2☐ 3☐ 4☐ weeks vacation in 1965.

Mail it today. Let Marion and her Irish associates show how adept they are at supplying employee groups with the best tours on earth.

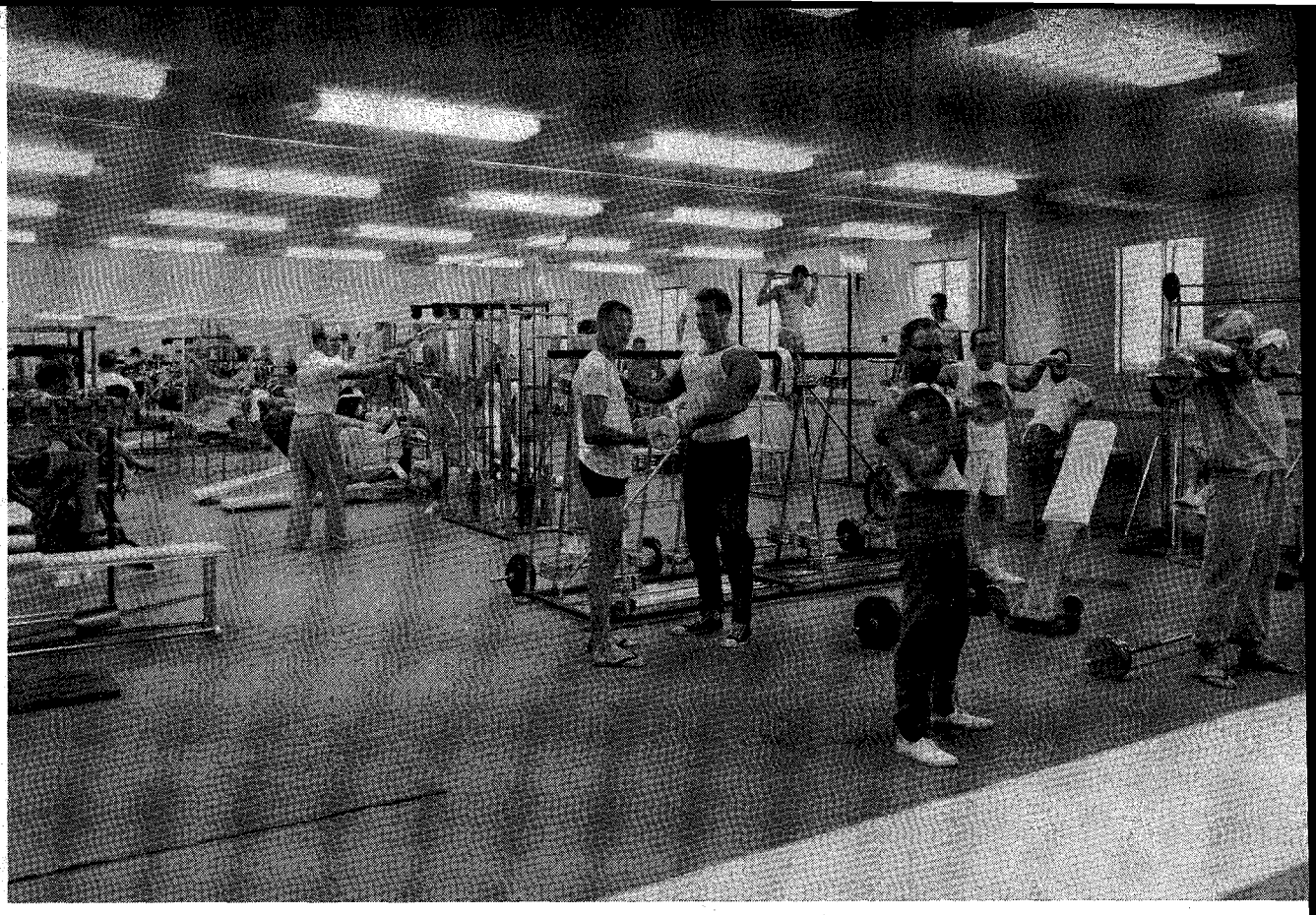
Marion knows Europe inside out. Knows where to send you to see what other groups miss. Knows the shopping places, the eating places, the 'in' places.

She and Irish share other talents, too: They can juggle itineraries, custom-build tours, and save money for you every step of the way.

Incidentally, we're pretty sure that any tour that Marion suggests will include Ireland, either before or after the rest of your trip. No group that wants to be different or see more would want to miss a visit to the Emerald Isle. (Where else can you dine in a 15th century castle one day and take off in a shimmering jet the next!)

Mail the coupon now. If that's inconvenient, call your Travel Agent and ask about Irish International Employee Group Tours. Or call any Irish office. *Bon voyage!*

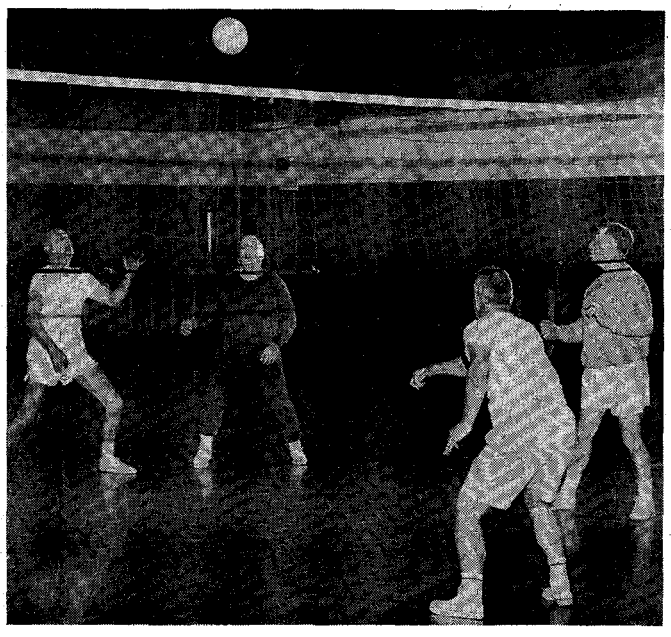
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General view of the ARA Health Club, at General Dynamics/Astronautics, San Diego, shows group of employees working out just after close of first shift. Some days at the club are for men only, some are for women only, and others are for mixed and family groups. A great variety of equipment is available. Individual and family memberships in the club for an entire year are available at rates comparable to monthly costs at commercial clubs. Not shown are shower and locker rooms for both men and women, plus unique sauna-steam room.

Employee and Executive Fitness: U.S. Firms Take Up t

by Ada P. Kahn



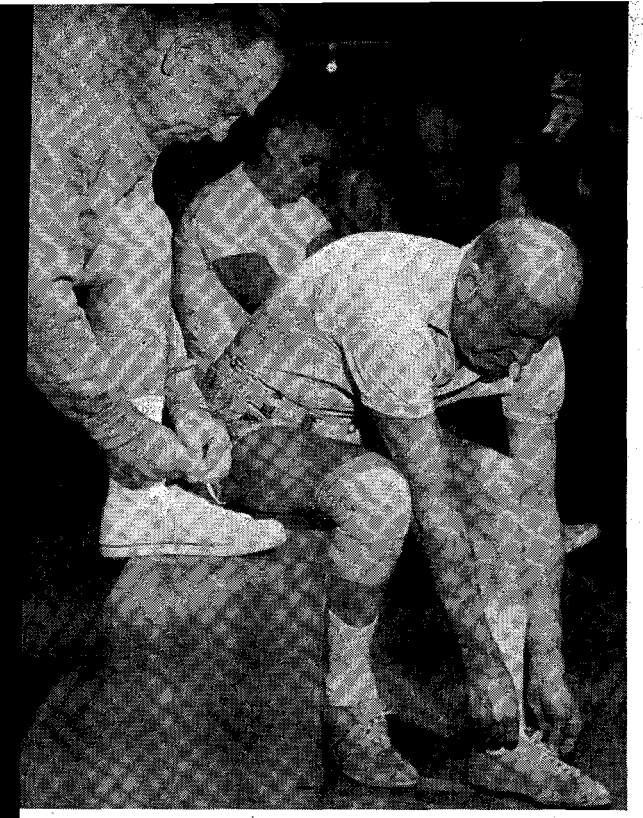
If you think you can stay fit by swinging your right a forward with a 16-pound weight attached to it a couple times a week—meanwhile consuming several beers—you dead wrong!" So says one of the nation's leading he specialists, Dr. Jeremiah Stammler, a man with some rat well-defined opinions about employee health.

"The heart specialist has no quarrel with bowling *recreation,* but like a lot of other sports that are popular w employees, it just doesn't make the list of exercises that *best* for the human heart.

"You have to start with the assumption," he says, "t the kind of exercise that is of most value is that which ma a *demand on the heart*—running, swimming, and vigor calisthenics are good examples."

The doctor's strong views on employee health stem fr his personal observation of many individual cases, and fr two company-wide studies with which he has been associa in Chicago—studies of the employees of Peoples Gas Li

Volleyball is a fitness activity that's much in favor with employee executive groups in NIRA member firms. It's a sport that taxes the he a prime requisite to a meaningful program. Here some Goodyear e work up a sweat.



year's investment in executive fitness places "man maintenance" on the list of essentials for managers and supervisors. Here Charles e (left), accounting head for Akron plants, and K. L. Reynolds, assistant y personnel manager, begin an evening's workout with a stimulating to tie shoelaces.

ment of *voluntary* fitness programs in industry, whether they are administered during or after normal working hours.

If programs already underway in progressive U.S. firms across the nation indicate a trend, Dr. Stammler is not so much a prophet as he may at first seem. It is apparently beginning to dawn on corporate policy planners that man maintenance is as important as machine maintenance, and that to be happy a man must be healthy.

Heretofore, companies have been as neglectful of *executive* fitness as they have been of *employee* fitness. Apparently this attitude is changing. According to an article in SPORTS ILLUSTRATED, it could well be that in five years the daily physical workout will be as much a part of executive life as the business luncheon. Executives who suffer from obesity, excessive fatigue and tension are physical liabilities to the company. The man who is in poor condition is as much a concern to his corporation as if he were an alcoholic.

When the late President John Kennedy asked for a nationwide revival of interest in fitness, The Goodyear Tire & Rubber Co., Akron, responded by adding a winter-time physical fitness program to its half-century old recreation program. Physical conditioning activities are offered between November and April.

The Goodyear program is designed for division superintendents and higher echelon executives, and meets two nights weekly. "We selected a 75 minute session beginning at 4:45 p.m., the time when most offices at Goodyear are closed for the day," says Chuck Bloedorn, director of recreation for Goodyear. "This way, the members can come to the gym right from the office."

During the first 15 minutes, members change into athletic gear and begin individual loosening-up exercises at their own pace. A chin-up bar, exercycle, weights, and punching bag are utilized. The next 60 minutes is for group

continued next page

allenge

Coke Co. and of the employees of Western Electric's ythorne plant.

Dr. Stammler's studies have led him to the inevitable con- ion that the average employee today—as well as his utive counterpart—is an excellent candidate for a nary. He urges that all companies take a more active in encouraging organized employee health programs. He has stated publicly that companies should begin ex- menting with changes in their work schedules to allow ular and active exercise for employees who want to take antage of it. Stammler believes that companies can do ch to "create a climate" for the fitness program so that loyee participation will be high.

The doctor says that American companies must now fol- the lead of European and Asian firms in setting up regu- fitness programs for their employees. Many foreign firms, says, have replaced coffee breaks with exercise breaks, dur- which employees get the chance to stretch and "tone-up" ised muscles.

Dr. Stammler doesn't visualize a "forced fitness" pro- m for the company of the future—with a paunchless g Brother" from the recreation department leading daily sthenics. But he does predict the growth and develop-

Chuck Bloedorn, NIRA's president-elect, and director of recreation for Goodyear in Akron, explains the workings of an "exercycle" to John F. Hogan, right, manager of plant protection.



Fitness (cont.) . . .

calisthenics. Many of the exercises can be done at home by the participants. Bloedorn believes that regularity of exercise, rather than periodic strenuous activity, is the secret to real physical fitness.

The biggest attraction of the fitness program at Goodyear, most of the participants agree, is the friendly, but always competitive, volleyball game that follows the exercise sessions. The group is divided into two teams for 30 minutes of play. "We chose volleyball," says Bloedorn, "because it doesn't require the constant running that basketball would, for example; but it does provide the bending, stretching, and occasional quick footwork necessary to keep players in shape."

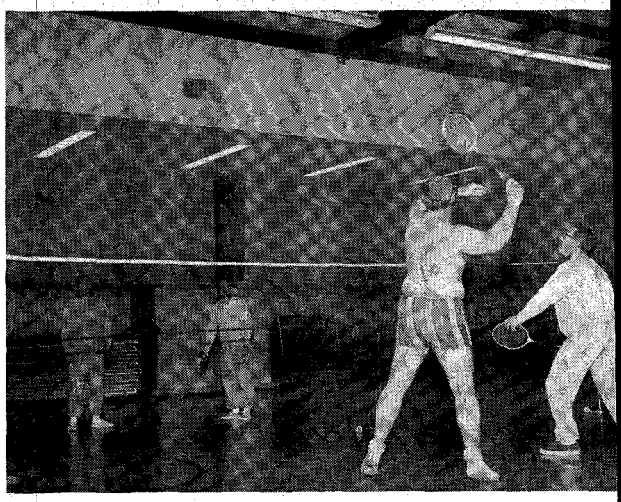
"We know the program works, because in the 18 months that we have been conducting it, not one person has put on weight." Bloedorn says. A typical reaction to the program is voiced by K. L. Reynolds, assistant factory personnel manager. "I like it because it keeps my legs in shape for summer activity and helps my golf game." Howard L. Ginaven, a plant manager in Akron, says: "I use muscles that I would not exercise in a normal day at the plant. It keeps my weight down and I don't feel sluggish."

The desire to feel fit has prompted employees at Detroit Edison to develop physical fitness activities in the last few years. Reportedly, a rash of deaths due to cardiovascular ailments convinced employees there that the physical fitness program will keep them on the right road to good health.

Chester V. Pellegrin, supervisor of recreation for Detroit Edison, acknowledges many other contributing factors in the renewal of interest in physical conditioning at his company, but concern about their well being is paramount. Pellegrin points out that Edison officials are leading the way to the company's gym and athletic fields, but they are followed by a representation of employees at all job levels and in all age groups.

Among the 75 participants in the fitness classes are high-level executives, retirees, engineers, tradesmen, and operating personnel—ranging in age from mid-20's to nearly 70. Each man, pacing himself according to his own physical limitations, finds in the program some activity to meet his particular needs.

Pellegrin cites case histories which prove the effectiveness of the company's program. An engineer in his early 50's was



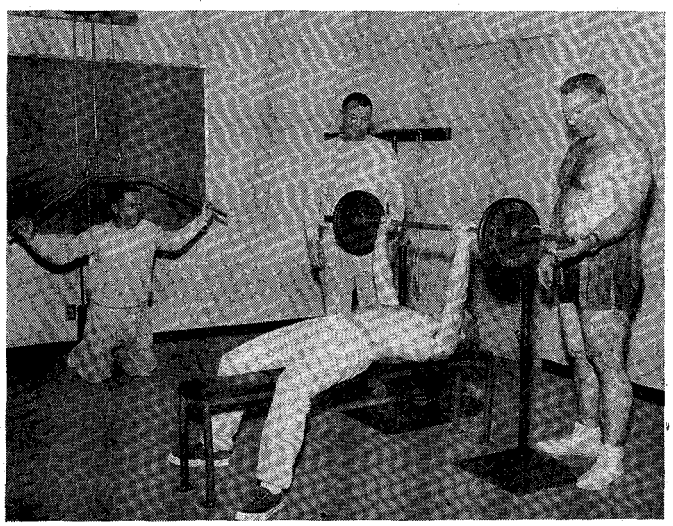
At Aerojet-General, Sacramento, executives play badminton between strenuous exercise sessions. The game reportedly is the most popula of the Aerojet program, but nobody gets out of calesthenics to swat b instead.

left exhausted and out of breath by small amounts of tion. He heard about the fitness classes and enrolled. able at first to complete any of the basic routines suggeste the manual of the President's Council on Fitness, he ref to be discouraged.

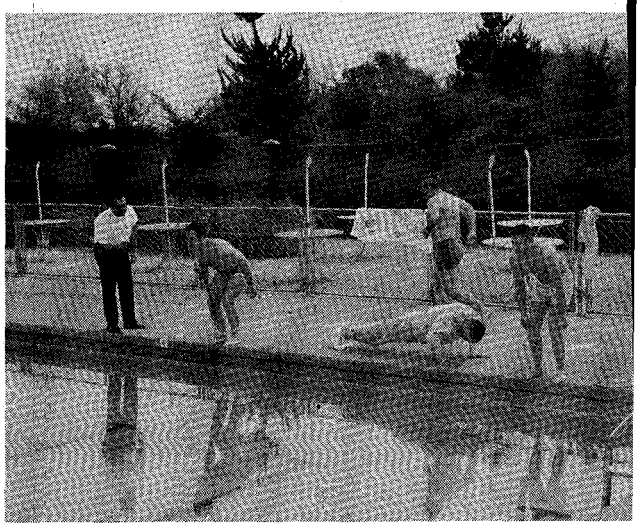
Faithfully attending the twice weekly evening classes, supplementing these with daily 15-minute training sessi he out-performed his classmates. In less than four mo he advanced through five performance levels, reduced waistline by four inches and increased his chest meas ment by two inches.

Case histories such as this one not only help in the eva tion of the physical fitness program but also provide a so of inspiration for other employees. Besides the fitness cou gym activities include indoor sports ranging from table te to basketball. Badminton, squash, handball, and volley rank high in popularity among Edison people of all ages

At General Dynamics/Fort Worth, test pilots build their stamina through frequent rounds of handball. I Johnson, chief test pilot for the company's Texas bra sets the pace for other pilots in the weekly fitness progr All crewmen who work on the F-111 appear as many four times weekly for hour-long workouts.



Two of the Aerojet execs above have heart conditions, the other two exercise because they feel they need it.



Aerojet starts its fitness program with "aquatics"—swimming sess designed to improve blood circulation.

ddition to pilots and crewmen, the physical fitness ac- are available to all employees. In all more than employees and members of their families participate orts and/or exercise programs. In addition to their n of exercises, F-111 crews concentrate on badminton andball because these games help develop the skills eed most: stamina, coordination, and reflexes. Interest in all among the other employees is growing fast.

rly 300 participated in General Dynamics' tag football last year. More than 100 others played basketball on ularly scheduled basis, and others took their weekly uts on the volleyball courts. The company's men's and n's health rooms are always crowded. More than 1,000 membership cards entitling them to use the facilities, mployees of virtually every job description keep toned working out with weights.

physical fitness program for executives of Aerojet-Gen- Corp., Sacramento, Calif., was begun about two and a years ago when a company physician strongly advised ervised fitness program for three executives who had en- ered cardiac arrests. Singles badminton was considered trenuous in the beginning, so the flabby braintrusters brisk walks daily instead. Because of this minimal ise requirement, the group was dubbed "The Bikini hers" by Aerojet wags.

e Aerojet fitness program, as such, is still limited to tives, most of them on doctor's orders—though the any boasts one of the country's best overall programs orts and recreation for employees. All of the high paid t enrolled in the fitness program have made substantial h gains—ranging from a greatly lessened potential for trouble to a lowered cholesterol count. All trimmed nsightly and dangerous extra poundage.

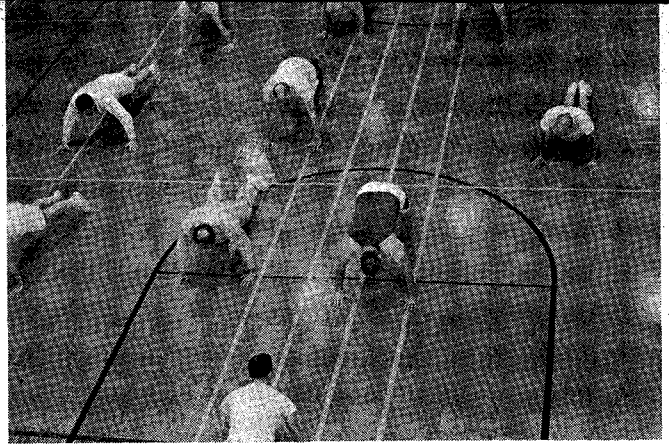
he Aerojet executive fitness program includes three areas of activity: 1) aquatics, 2) "circuit" training, and 3) badminton and calisthenics. Programs in each of these areas are geared to non-competitive activity, lest the participant be discouraged by the better performance of his fellow executives. Each person's program is charted on a large graph.

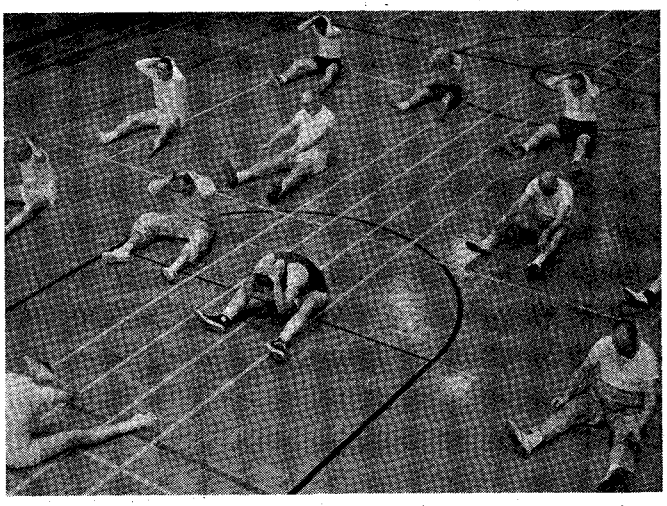
The swimming program includes warm-up exercises, out-of-water calisthenics, relays, water games, basic strokes, and diving. During the fall, winter and spring, the program moves indoors and the participants perform 10 to 15 minutes of stretching and flexibility movements. Then they play singles or doubles badminton. As the classes progress, the players are handicapped to even out the proficiency levels. Between each six point game, each player is required to run a determined number of laps around the gymnasium floor.

The circuit training program, includes basic warm-up exercises, and a series of from five to eight resistive exercises. Spaced within the resistive exercises is a specified number of circulatory exercises which completes the requirements of a circuit training program. At each session, the resistive exercises are altered to provide some variety.

Another firm which recently added physical fitness activities to its recreation program is Gates Rubber Co., Denver, Colo. Charles G. Gates, Jr., president of the company himself, recommended the inclusion of the program when gymnasium facilities for executives and a new medical clinic for employees were built in 1963. The Gates gym includes health and treatment facilities which are completely air-conditioned and which are used by more than two-thirds of all Gates executives on a more or less regular basis.

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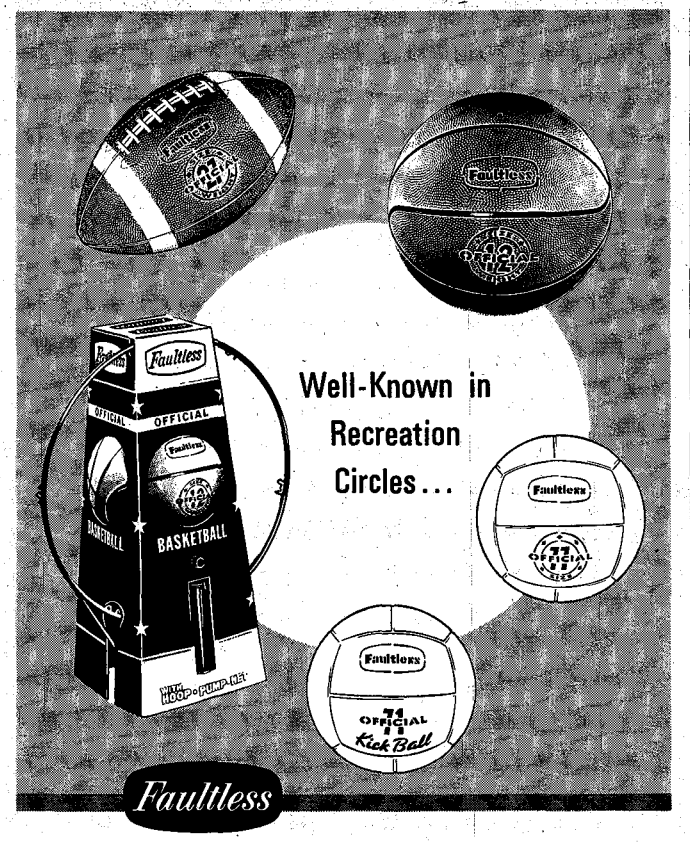
Members of the physical fitness class pictured in the two photos above, represent a cross-section of Detroit Edison's departments, income levels, and age groups. Each finds some activity to meet his special needs.

Your Role in Employee Health

John Kennedy called fitness "the basis for all other forms of excellence." Mounting medical evidence shows that physically fit persons live longer lives, have better performance records and participate more fully in life than those who are unfit.

In a society where the ordinary tasks of daily living no longer provide enough vigorous activity to develop and maintain good muscle tone and cardiovascular and respiratory fitness, there is a vital need for all groups whose work encompasses social and recreational services to encourage physical activity. Such a group is NIRA, and its members share the heavy responsibility for employee fitness.

Coordinating a great national effort to revive interest in staying fit, is the President's Council on Physical Fitness, whose expanding roster of services for recreation administrators includes a series of manuals, films, and recordings. Write: The President's Council on Physical Fitness, Rm: 4820, GAO Building, 441 G. Street NW, Washington, D.C. 20548.



athletic balls

KEEP your athletic program on the move with Faultless Athletic Balls. An outstanding line of footballs, basketballs, volleyballs and kickballs. Game kits and combination sets are also available.

Faultless, one of America's leading producers of quality rubber and plastic products, also makes inflated playballs, sponge balls and toy balloons.

Write today for a free, illustrated Faultless Athletic Ball or Playball Catalog.

Faultless
CRAFTSMEN IN RUBBER

THE FAULTLESS RUBBER COMPANY
ASHLAND, OHIO

FITNESS (cont.) . . .

Participants have a variety of interests and purposes. want to trim paunchy waistlines. Others want to tone their full height. Many simply want to dispel fatigu tension by relaxing their minds and bodies through e and active workouts. The gym's exercise room, courts, golf driving range, suana bath, and steam room vide an attractive inducement for executives to main high level of physical fitness.

The program is individually tailored to fit executive by Phil Spanier, physical fitness director at Gates, who r measurements and the progress of each member. He prepares special exercises for the use of traveling tives. Equipment used in the program includes dumb bar bells, exercycles, wall weight pulleys, vibrators, variety of other isotonic equipment.

Like the General Dynamics plant in Fort Worth division in San Diego is becoming fitness minded. Astronautics Health Club's present membership is upwar 800 and includes top nuclear scientists, factory man secretaries, and janitors. Members of employees' familie use the facilities. Membership dues in the Health C assessed annually, and the yearly rate is about the same *monthly* rate at most private or commercial clubs. The is as well equipped as the best local commercial facility.

The club regards each member as an individual with s problems and desires. The problems may range from o to overt leanness. The participants want everything fro program from bigger muscles to the development of a that will enhance a golf game. The most common g improvement of the individual's general physical fitness.

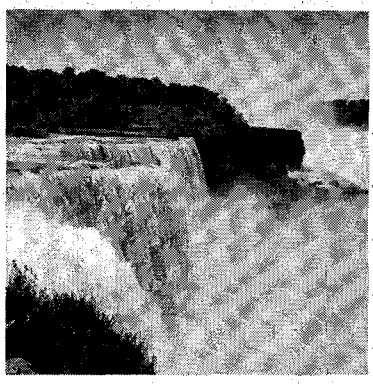
Drop in After Work

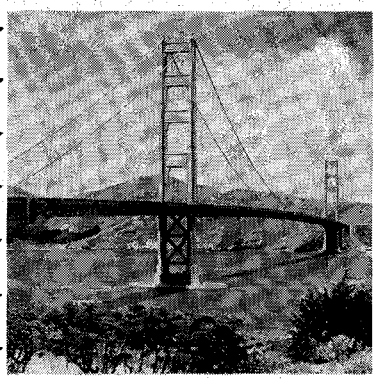
The Astronautics Health Club is in an area of the Clubhouse, the central building in a 25-acre recreation plex adjoining the plant on the outskirts of San Dieg makes an ideal "drop in" spot after work, and the h from 3:45 to 6:30 p.m. are the most popular ones of the The club staff includes full-time paid physical culturists, and female. Frank Exchevarria, the director, holds a list of special honors in physical fitness work.

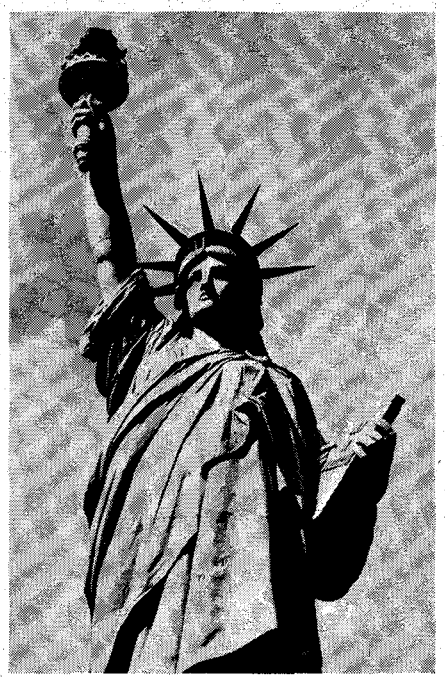
Incoming members are counselled individually privately. Then a course of exercises or conditionin prescribed and instruction given in general use of faci and equipment. Says Exchevarria, "At ARA, our efforts tailored to the average man and woman who come to us a full day of work on the job. We must take this into sideration and prescribe conditioning routines accordingl

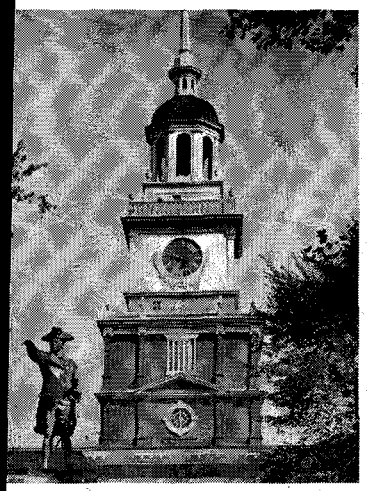
Some members of the club, however, are more adva and some are training for special weight lifting competi or physical fitness contests. Currently under study potential program which could have far-reaching and un effects. ARA and the company's medical department investigating the possibility of special conditioning rout on a regular basis for men or women injured on the job home. The service would be without charge to the individ

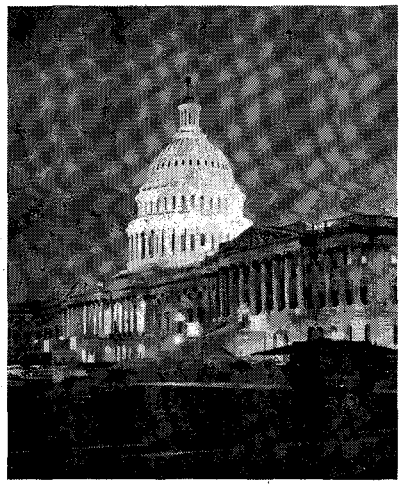
In conclusion, the recreation directors of business and dustry have their work-outs cut out for them. Many prog sive U.S. firms are already offering a vastly improved clin for health-through-exercise. But apparently all too many management teams have yet to be shown that good phys condition is essential to top performance on the job– matter *what* the job.













Choose Sheraton Hotels for your group's next trip

(They are everywhere the group wants to go)

Choose Sheraton for two reasons. First, Sheraton Hotels are fun. They're in the heart of America's most exciting cities. They have wonderful restaurants, lively lounges, many have swimming pools, golf, tennis, riding. ■ Second, Sheraton can save your group money. You'll enjoy loads of extra values: Free Parking — anywhere, anytime. Insured Reservations at Guaranteed Rates. Family Plan (kids share rooms free). Always free TV, radio, air-conditioning. Many Sheratons even have coffee makers, ice-cubers, launder-in facilities. ■ So let Sheraton assist your group's travel plans — whether it's to New York and the World's Fair (7 Sheratons), Washington, D.C. (2 Sheratons) or to any of 75 cities across the U.S., in Hawaii, Canada, and overseas. ■ **For information on group tours,** contact the National Tour Office, Park-Sheraton Hotel, New York 19, New York. Or call the Sales Manager of any Sheraton Hotel.

SHERATON HOTELS & MOTOR INNS

COAST TO COAST IN THE U.S., IN HAWAII, CANADA, JAMAICA, PUERTO RICO, VENEZUELA, NASSAU, MEXICO, ISRAEL

UNITED STATES

AKRON
Sheraton Hotel & Motor Inn

ANDOVER, Mass.
Sheraton-Rolling Green Motor Inn

BALTIMORE
Sheraton-Baltimore Inn
Sheraton-Belvedere
Sheraton-Warren Motor Inn

BINGHAMTON, N.Y.
Sheraton Motor Inn

BIRMINGHAM, Ala.
Sheraton Motor Inn

BOSTON
Sheraton-Boston (opening April 1965)
Sheraton-Plaza

BUFFALO
Sheraton Motor Inn

CAMBRIDGE
Sheraton-Commander

CHICAGO
Sheraton-Blackstone
Sheraton-Chicago
Sheraton-O'Hare Motor Hotel

CINCINNATI
Sheraton-Gibson

CLEVELAND
Sheraton-Cleveland
Sheraton Motor Inn

DALLAS
Sheraton-Dallas

DAYTON
Sheraton-Dayton Hotel

DETROIT
Sheraton-Cadillac

EL PASO
Sheraton-El Paso Motor Inn

EXCELSIOR SPRINGS, Mo.
Sheraton-Elms Hotel

FORT LAUDERDALE
Sheraton Hotel

FRENCH LICK, Ind.
French Lick-Sheraton

GARY, Ind.
Sheraton Inn

HOUSTON
Sheraton-Lincoln

HUNTINGTON BEACH, Cal.
Sheraton-Beach Inn

HUNTSVILLE, Alabama
Sheraton Motor Inn

INDIANAPOLIS
Sheraton-Lincoln

JERSEY CITY, N.J.
Sheraton-Holland Motor Inn

KANSAS CITY, Mo.
Prom-Sheraton Motor Inn

LOS ANGELES
Huntington-Sheraton
Sheraton-Marina Hotel
Sheraton-West
Sheraton-Wilshire

LOUISVILLE
Sheraton
The Sherwyn

MEMPHIS, Tenn.
Sheraton Motor Inn

MINNEAPOLIS
Sheraton-Ritz

MOBILE, Alabama
Sheraton-Battle House Hotel & Motor Inn

NEW ORLEANS
Sheraton-Charles

NEW YORK
Park-Sheraton
Sheraton-Atlantic
Sheraton-East
(the Ambassador)
Sheraton-Gladstone
Sheraton Motor Inn
Sheraton-Russell
Sheraton-Tenney Inn at LaGuardia

OKLAHOMA CITY
Sheraton-Oklahoma Hotel & Motor Inn

OMAHA
Sheraton-Fontenelle
Sherwyn

PHILADELPHIA
Sheraton Hotel
Sheraton Motor Inn

PITTSBURGH
Penn-Sheraton
Sherwyn Hotel

PORTLAND, Oregon
Sheraton Motor Inn

PROVIDENCE
Sheraton-Biltmore Hotel & Motor Inn

QUINCY, Mass.
Sheraton Motor Inn

RAPID CITY, S.D.
Sheraton-Johnson Hotel & Motor Inn

RICHMOND, Va.
Sheraton-Monroe Motor Inn

ROCHESTER
Sheraton Hotel & Motor Inn

ROCKY MOUNT, N.C.
Sheraton Carleton House

ST. LOUIS
Sheraton-Jefferson
Sheraton Motor Inn

SAN FRANCISCO
Sheraton-Palace

SILVER SPRING, Md.
Sheraton-Silver Spring Motor Inn

SIOUX CITY, Iowa
Sheraton-Warrior Motor Inn

SIOUX FALLS, S.D.
Sheraton-Cataract Motor Inn

SPRINGFIELD, Mass.
Sheraton Motor Inn

SPRINGFIELD, Mo.
Sheraton Motor Inn

SYRACUSE
Sheraton-Motor Inn

TAMPA, Fla.
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UPPER DARBY, Pa.
Sheraton-Fairways Motor Inn

VALDOSTA, Ga.
Sheraton-Valdosta Motor Inn

WASHINGTON
Sheraton-Carlton
Sheraton-Park Hotel & Motor Inn

WILLIAMSBURG, Va.
Sheraton Motor Inn

WINSTON-SALEM, N.C.
Sheraton Motor Inn

HAWAII

HONOLULU
Moana
Princess Kaiulani
Royal Hawaiian
SurfRider

MAUI
Sheraton-Maui

PHILIPPINES
Sheraton-Philippines: opening Manila 1966

CANADA

HAMILTON, Ont.
Sheraton-Connaught Hotel & Motor Inn

MONTREAL
Sheraton-Mt. Royal
The Laurentien

NIAGARA FALLS, Ont.
Sheraton-Brock

REGINA, Sask.
Sheraton-Drake Hotel

SASKATOON, Sask.
Sheraton-Cavalier Motor Inn

TORONTO
King Edward Sheraton

WINNIPEG
Sheraton-Carlton Motor Hotel

MEXICO

ACAPULCO
Hotel El Presidente
Hotel Tampa

MERIDA
Hotel Merida

MEXICO CITY
Hotel Del Prado
Hotel El Presidente
Hotel Maria Isabel
Hotel Prado — Alffer

TAXCO
Hotel Prado de la Mision
Zazil-Ha

CARIBBEAN

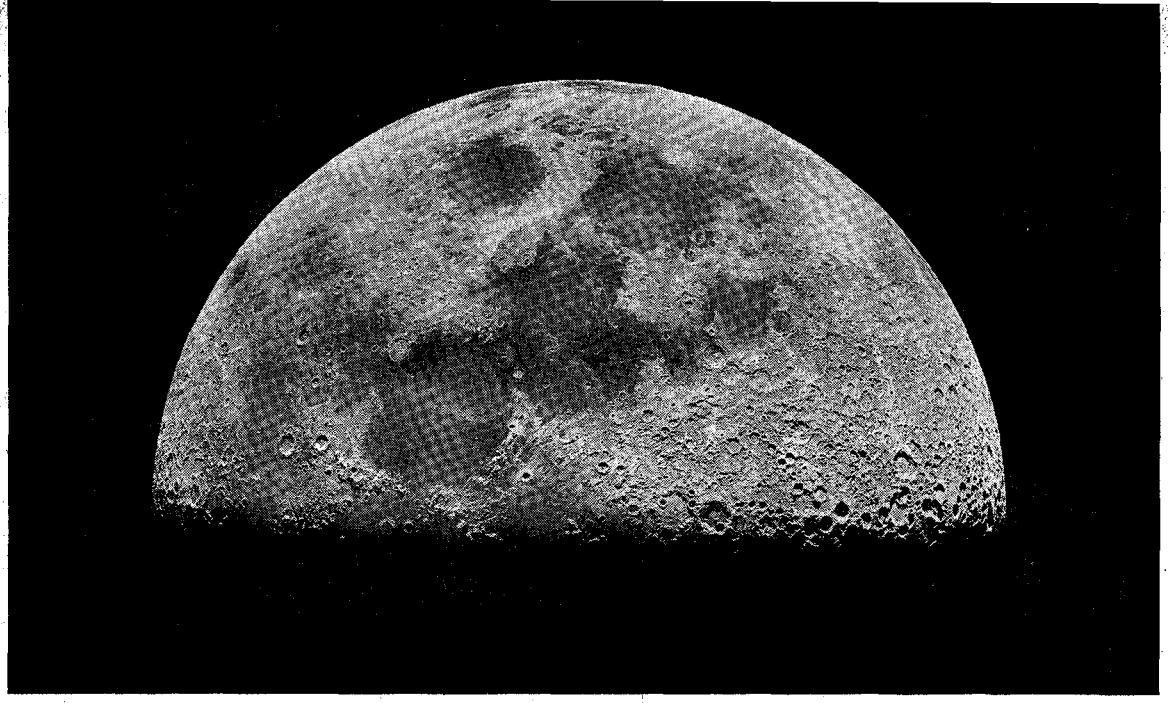
BAHAMAS, NASSAU
Sheraton-British Colonial Hotel

JAMAICA
Sheraton-Kingston

PUERTO RICO
Puerto Rico Sheraton Hotel

ISRAEL
Sheraton-Tel Aviv

VENEZUELA
Macuto-Sheraton Hotel



This photo of the moon, a respectable pre-Ranger-rocket shot, was taken through the scope belonging to the Skyline Astronomical Society, a group of scientifically inclined Lockheed employees from Sunnydale, Calif. Club president Wes Simpson once located a satellite which the Air Force had lost, called in information that enabled them to begin tracking it again.

The Astronomical Bent of Recreati

On the evening of January 10, 1931, a meteor crossed over Illinois and Missouri skies and exploded in a metallic blast that was brighter than full moon. One of the witnesses of that spectacular show was young Wes Simpson. So impressed was he that he has made astronomy his life-long avocation.

Simpson built an observatory near St. Louis in the 1930's, and his star-gazing skills so impressed a wealthy St. Louis manufacturer that he gave him as a gift a unique Springfield reflecting telescope which is still the largest instrument of its kind in the world.

Simpson spent World War II in the service, mostly in Florida, and after the war was transferred to California. Where he went, his precious telescope went—the way another man might cart along a choice set of golf clubs or the complete works of Beethoven.

When he joined the engineering staff at Lockheed-California Co., in Sunnyvale, it could have been predicted that the recreation department would soon get a request for assistance in starting an astronomy club.

Under Simpson's leadership, a group called the Skyline Astronomical Society was formed at Lockheed. With 25 people attending they held their chartering meeting in 1960. Later meetings that year and in 1961 began to feature films and slides on astronomical subjects, and an array of guest speakers, mostly amateur astronomers, discussed space topics ranging from the make-up of the moon to the difficulties in a trip to Mars.

The society's first observing sessions were discouraging. None of the properties owned by Lockheed was really suited to astronomy, and the group's efforts to see the stars were plagued by clouds and haze. The members determine find a site somewhere in the nearby mountains, though had little capital to buy or lease land.

They were looking for a piece of land that would be away from city lights and the smog of California valleys accessible the year around. As luck would have it, one of club members convinced a landowner to attend a sessio the club and so impressed was he with what he heard tha offered his land, on a dollar-a-year lease agreement, to amateur astronomers.

The site was a good one—except that it was comple undeveloped. The only access route was by foot. The l owner hired a bulldozer to scrape a trail through the wo to the 1,760 foot site, but the going was rough during first months of construction.

Rain caused landslides that blocked passage to the and a persistent stream kept washing away sections of new road. Eventually, better weather came, and t transportation problems solved, the astronomers could at concentrate on building the observatory.

Much of the early construction was concerned with putt down a pier for the telescope to rest on. The delicate op tion was complicated because Simpson and his crew w working with a telescope designed to follow the stars fr one specific location on earth—St. Louis. The architects the fore had to fool the scope into thinking it was still Missouri, a maneuver they accomplished by lowering northern end of the supporting pier exactly one inch to co pensate for the curvature of the earth.

The pier weighs 12,000 lbs., and was put together b crew of Lockheedians furiously mixing 133 bags of re



Looking somewhat more like an outsized garage than an observatory, the Lockheed star gazers' headquarters was prefabricated at home, then carried piece by piece the many miles to the hilltop site. A landowner who was impressed with the knowledgeability and seriousness of the group, signed a dollar-a-year lease with the not-so-amateur astronomers for use of the site.

Sunnyvale

crete in a leaky wheel barrow. The pier rises seven feet ve ground and sticks its five foot square base five feet) the earth.

The next step was to build the observatory itself, a struc- e which looks more like an outsized garage than the domed uty of Mount Polamar. Supporting spars on the outside lls further add to the impression that the building was ended to be more utilitarian than artistic. But to the Lock- d star gazers it's a thing of beauty. Lacking a source of wer, Simpson prefabricated the entire building in his ne, then transported the structure piece by piece to the . The roof of the observatory is mounted on rollers so it it can be slid off when the group is observing.

Next the telescope itself was installed, and the Lock- edians began their observations. The group was rewarded ly for their hard work. In September, 1963, Simpson took first photographs of a newly discovered comet, "Seki- nes." In February, 1964, he located the satellite "P-11," nich the Air Force had lost, and his information enabled e Air Force to correct definition. In July, 1964, the group ade the only daylight observation of an orbiting satellite.

The Skyline Astronomical Society is just one of many ac- ities for Lockheed employees at Sunnyvale. Lon Anthony, creation manager at the plant, concedes that it is one of the ore unusual clubs. Not only is the science of astronomy ther difficult for amateurs to handle, but the Lockheedians' genuity in getting a site and building an observatory is a markable story of determination and dedication to a hobby.

It's just the kind of thing you'd expect, though, from Wes mpson and the other brainy people who build Polaris missiles id Agena rockets for a living.

Wes Simpson, left, checks over telescope that has been an important part of his life since the 1930's. Concrete pier on which the scope rests weighs six tons. Observatory roof, visible in background, is on rollers and slides out of the way when the group is observing sights in space.





Milwaukee, Wis., is home to many things, including cheese, famous breweries, Marquette University, Whitnall Park—and for four days in May, 1965, the National Conference of NIRA.

a full house Milwauke

24TH NATIONAL CONFERENCE AND EXHIBIT

Delegates Convene for Natior

If you're among the delegates at the 24th National Conference and Exhibit of NIRA in Milwaukee, you can see and learn a lot. You can learn how to choose a vendor, watch the U.S. industrial archery champion, meet the nation's leading authority on coin collecting, hear one of the greatest coaches in football history, watch beer being made at a famous brewery, and listen to an employee music group rated as one of the best in the world. And *that's* not all.

At the 24th National Conference and Exhibit, you can see an array of industrial recreation products and services ranging from a full-scale, 18-hole, electronic golf game, to a complete trap and skeet club service for employee gun clubs, to childrens books and games, to travel services, and a full line of athletic goods for industrial groups. And *that's* not all, either.

As a delegate to the Milwaukee event, you and your wife could be the lucky pair that wins an expense paid trip to Jamaica, or you could be the one that wins a like trip to Puerto Rico, or maybe you're destined to win a picnic table, or an RCA portable television, or one of scores of other items that will be awarded to delegates in prize drawings.

There are at least twenty key industrial recreation topics that will receive formal treatment at the Milwaukee conference. Seminar topics range from beginning and financing programs to increasing employee participation, to executive and employee fitness, to industrial sponsorship of sports, to arranging banquets and food functions. These sessions, the heart of a NIRA conference, are designed to give you practical assistance in the day to day operation of your program.

There's a full-scale wives program, with plenty of activities for every day, as well as plenty of time for sightseeing and shopping trips.

There will be an election of NIRA officers and directo your best chance to participate actively in the affairs NIRA. At the Annual Meeting, you'll hear a brief acco ing of all activities and developments in the associa during the past year.

In general sessions, you'll see an inspiring film produ by Aerojet-General Corp. on its industrial activities p gram and its philosophy of employee recreation. You see the filmed highlights of the USA-USSR basketball p offs during the 1964 Olympics, in which many U.S. ind trial athletes played.

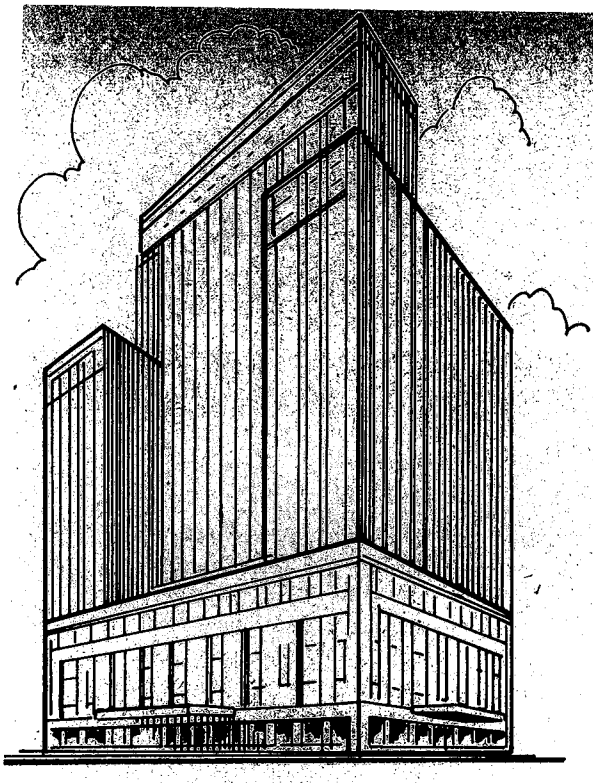
There'll be a strong physical fitness theme at the c ference in Milwaukee. You'll see a demonstration by family of seven—the Schetters—of exercises they do a group to stay fit. You can also meet several members the staff of the President's Council on Fitness.

You can do and see all these things, and more. You c rub shoulders with the cream of the crop in professional dustrial recreation in the country today, including men fr large and small firms from all parts of the country.

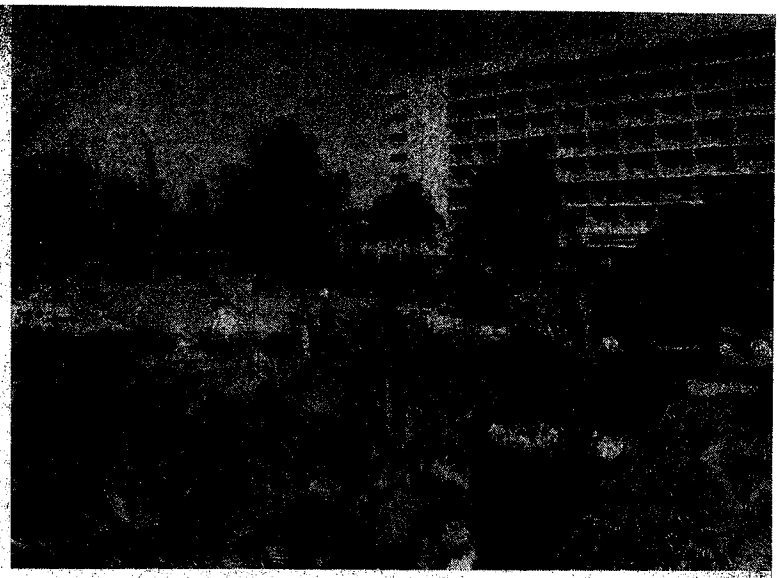
For a more detailed look at some of the programs you hear, faces you'll see, and activities you'll participate in, lo at the condensed program on pages 26 and 27 in this iss (As in past years, of course, a detailed program will be i cluded in the registration packets which are distributed to delegates who attend the conference.)

Behind the scenes in Milwaukee, there'll be plenty of a tion, too. NIRA's board of directors will meet twice—on before the conference begins and once when it closes to pl a course for the association during the coming year.

There will be meetings of NIRA-related organizatio



The Sheraton-Shroeder Hotel



Among the prize awards at the Milwaukee Conference of NIRA is two-week stay for two at the El San Juan Hotel, San Juan, Puerto Rico.

nference

Milwaukee, including the National Industrial Recreation earch & Educational Foundation, which is NIRA's re-ch arm and the organization which annually gives a olarship to a deserving young student. The Certified In-rial Recreation Administrators committee will meet to n for the future of that group, and nearly 50 new mem-s will be admitted to CIRA at special ceremonies during conference.

All this and more awaits the attendants at NIRA's 24th nual Conference and Exhibit in Milwaukee. The staff the Sheraton-Schroeder (NIRA Member Sheraton Corp. nounced last month that the Schroeder, one of Milwaukee's est and finest hotels, had been added to its chain) will waiting to serve you when you arrive.

Also at your service will be the able NIRA conference mittee, chaired by Carl Klandrud, Allis-Chalmers, a mer NIRA president pledged to outdo the event held in veland last year.

This conference appears to have all the makings of a ord breaker. Attendance will be above the average, if registrations are any indication, and booth space has en completely sold out for weeks.

The most significant membership service which any as-iation can offer its professional men and women is the itful exchange of ideas. This process—the exchange of as—is the main reason why associations are formed.

Among NIRA services, none provides a better medium this exchange of ideas than does the Annual National nference.

Come to Milwaukee in May—and take home a new idea.

Milwaukee Conference Exhibitors

The following companies have confirmed their exhibit space at NIRA's 24th Annual Conference and Buying Show. These companies will display their products and services for the convenience of NIRA's Milwaukee conferees. They will be prepared to take your orders at the conference.

SPORTING GOODS
Adirondack Bats, Inc.
Brunswick-MacGregor Co.
Converse Rubber Co.
J. deBeer & Son
The Faultless Rubber Co.
G. & Associates
Grip-Tripler, Inc.
Hillerich & Bradsby Co.
Northwestern Golf Co.
Rawlings Sporting Goods Co.
Shakespeare Co.
A. G. Spalding & Bros.
Wilson Sporting Goods Co.
Winchester/Western

TRAVEL SERVICES
American Express Co.
El San Juan Hotel
Irish International Airlines
KKS International Corp.
Lufthansa German Airlines
Nelson Group Travel Co.
New York Convention Bureau
Sabena Airlines
Stardust Hotel
Swissair
Trans World Airlines, Inc.
Travelpower, Inc.
United Airlines, Inc.

VENDING SERVICES
The Coca-Cola Co.
The Seven-Up Co.

SERVICE ORGANIZATIONS
American Bowling Congress
The Athletic Institute
Babe Ruth League, Inc.
Boy Scouts of America
National Rifle Association

FACILITIES, EQUIPMENT
Belson Mfg. Co.
Game-Time, Inc.
Mexico Forge, Inc.
Miracle Equipment Co.
Product Investors Corp.
Recreation Equipment Corp.

TROPHIES, GAMES, TOYS
Broadway Toys
Edwin W. Lane Co.
Fisher-Price Toys
Lion Bros. Co.
I. Pukel Imports
Saunders Mfg. & Novelty Co.
D. Weisberger & Assoc.
Whitman Publishing Co.
Wilson Trophy Co.
World Wide Games

EMBLEMS & APPAREL
Dallas Uniform, Cap & Emblem
King Louie International, Inc.

MISCELLANEOUS
Continental Assurance Co.
Encyclopedia Americana
Encyclopaedia Britannica
Milwaukee County
Industrial Recreation Council

24TH ANNUAL CONFEREN
NATIONAL INDUSTRIAL RECR

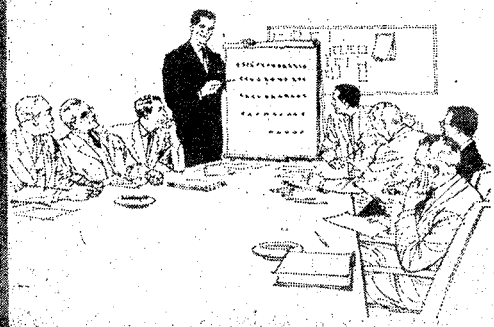
SATURDAY, MAY 15

MORNING

(NIRA Board Meeting)
(National Industrial Recreation Research & Educational Foundation Meeting)



DAVIS





NEER

AFTERNOON

Noon Exhibit Hall and Registration Desk Open to Delegates

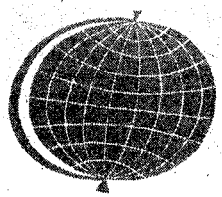
2:00 State Chairmen's Clinic

3:00 Opening General Session
Welcome: by Frank Davis, NIRA President
"A Model Industrial Recreation Program," Film by Aerojet-General Corp.

4:00 How to Run an Employee Group Travel Program
NIRA Travel Council Panel
"True Life Adventure" Film
Exhibit Time



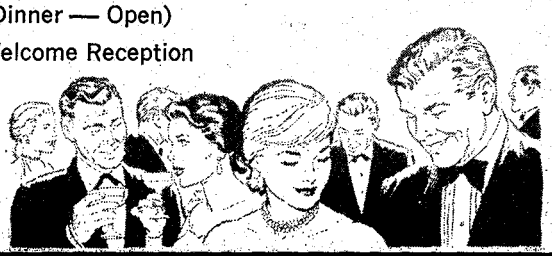
KLANDRUD



EVENING

(Dinner — Open)

8:30 Welcome Reception



SUNDAY, MAY 16

MORNING

8:30 Registration
Exhibit Time

9:30 Industrial Recreation Round Table
Concurrent Sessions for —
— Firms under 1,000 Employees
— 1,000 to 5,000 Employees
— 5,000 to 10,000 Employees
— More than 10,000 Employees
Exhibit Time

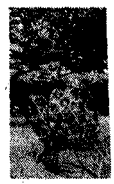


AFTERNOON

Noon Regional Luncheons
Election of Directors

3:00 General Session
Archery Demonstration: Forrest Flaminio
Olympic Basketball Film: USA vs. USSR
The Schetter Family: "Fitness Plus"

4:00 Industrial Music
Round Table
Exhibit Time



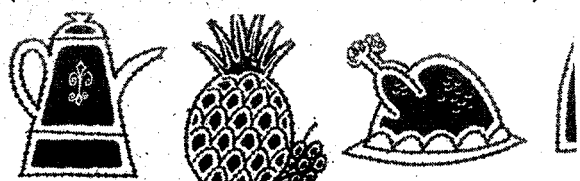
FL

SCHETTER F



EVENING

(Dinner — Open)
(Your choice of Milwaukee's famous restaurants)



WIVE

SATURDAY, MAY 15

Afternoon Registration
Exhibits

8:30 p.m. Welcome Reception

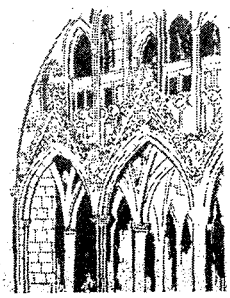


SUNDAY, MAY 16

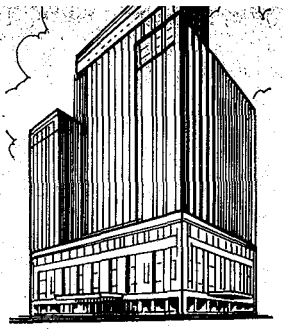
A.M. Church of your choice

3:00 p.m. "Get Acquainted Tea"
Exhibits

Evening Open



ID EXHIBIT ASSOCIATION



Hotel Schroeder
May 15-18, 1965
Milwaukee, Wis.

MONDAY, MAY 17

CIRA Members Breakfast

Keynoter: Dr. Harry D. Edgren, Purdue University

Fitness in Industry Panel
Glenn Swengros, President's Council on Fitness.
Adolph Kiefer, former Olympic champion
Dr. Robert Kaplan, noted health authority

Exhibit Time



SWENGROS



KIEFER





Awards Luncheon
Keynoter: Robert Stewart, President's Council on Fitness

Exhibit Time
Administrative Problems Panel
Banquets and Food Functions
How to Choose a Vendor
Sports and Clubs
Industry Sponsorship of Teams



STEWART

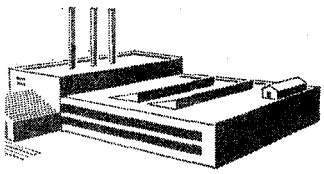
Allis-Chalmers Retiree Club

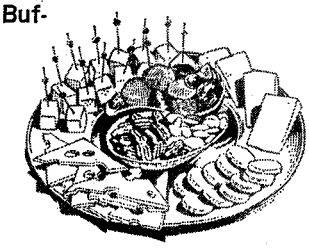
How to Start a Coin Club
Exhibit Time



YEOMAN

Milwaukee Brewery Tour and Buffet: Miller, Pabst, Schlitz





TUESDAY, MAY 18

8:30 Exhibitors Prize Drawings

10:00 Exhibit Hall Closes

10:00 General Session
New Ideas and Trends
Problems Clinic

11:00 Recreation Association:
Industrial, Municipal, Military, Governmental
Industrial Recreation as a Career





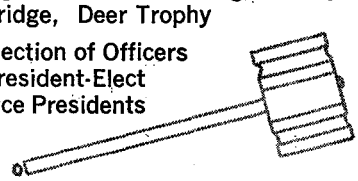
Noon ABC Luncheon
Keynoters: Bud Wilkinson, President,
Lifetime Sports Foundation
Frank Baker, Executive Secretary,
American Bowling Congress



WILKINSON

3:00 NIRA Annual Meeting
Tournament Reports: Golf, Bowling, Rifle, Pistol, Fishing, Archery, Bridge, Deer Trophy

4:00 Election of Officers
President-Elect
Vice Presidents





BAKER

5:30 NIRA Banquet

Industrial Music Demonstration
Allen-Bradley Co.
Chorus and Orchestra



A-B CHORUS

PROGRAM

MONDAY, MAY 17

a.m. Continental Breakfast

a.m. Tour of City

1 Bowling Proprietors Assn. of Milwaukee Luncheon and Style Show

p.m. Milwaukee Zoo and Conservatory

p.m. Brewery Tour and Buffet



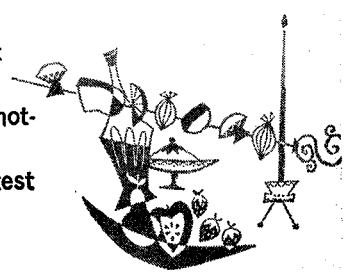
TUESDAY, MAY 18

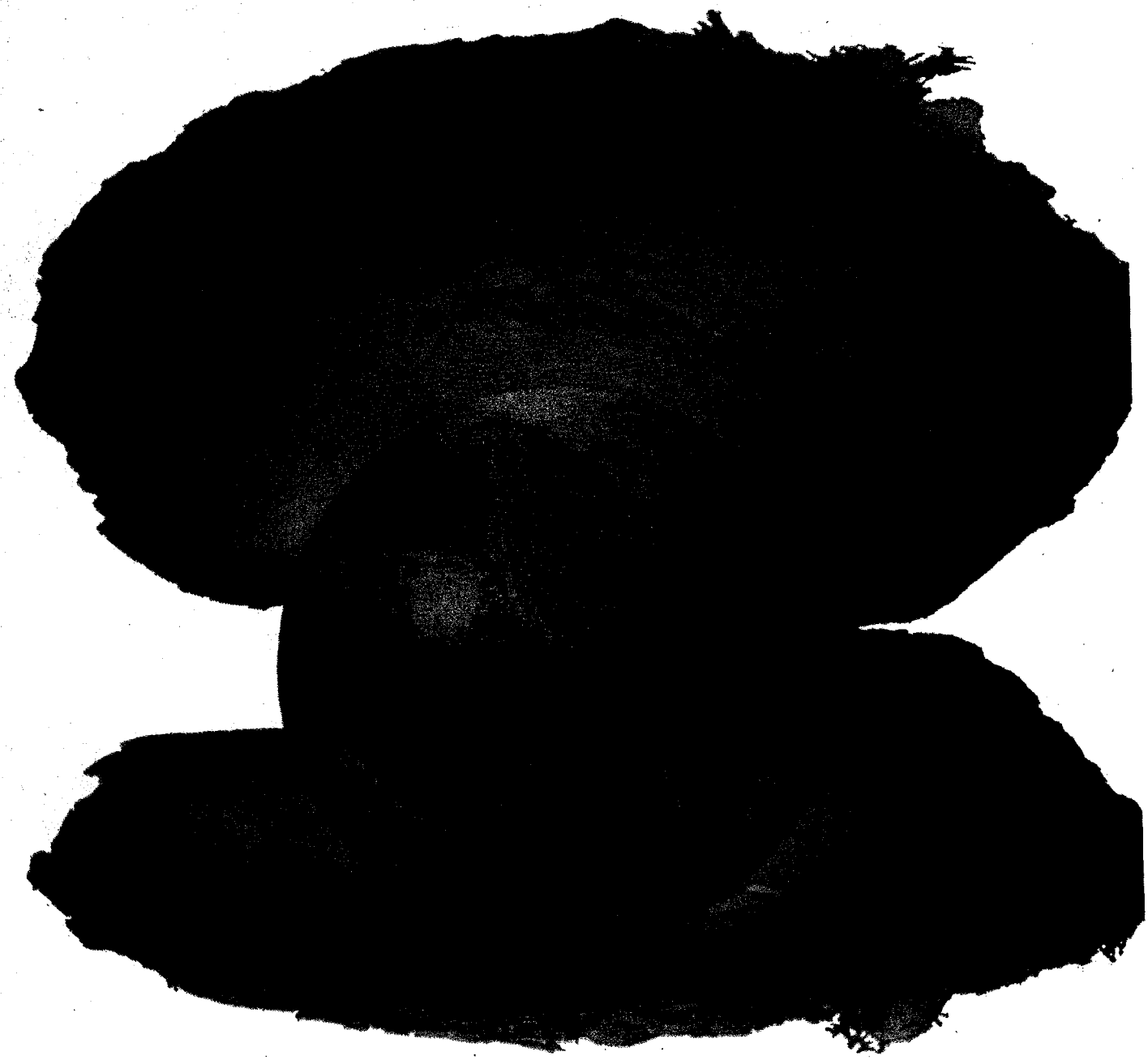
8:30 a.m. Continental Breakfast
Shopping

Noon ABC Luncheon. Keynoter: Bud Wilkinson

2:30 p.m. Cake Decorating Contest

5:30 p.m. Banquet
Allen-Bradley Co.





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NIRA BOARD of DIRECTORS



FRANK DAVIS, CIRA — **President**
Executive Director of Lockheed Employees' Recreation Club, Burbank, Calif., for 20 years. Formerly NIRA's Treasurer for 5 terms. Also a NIRA Director and Vice President. Recipient of 1958 Helms Award.



CHARLES E. BLOEDORN, CIRA — **President-Elect**
Director of Recreation, Goodyear Tire & Rubber Co., Akron, O. Former NIRA Director and Vice President. Member U.S. Olympic Basketball Committee. Recipient 1963 Helms Industrial Recreation Award.

REGION I • EAST







DAVID F. CHAPIN, CIRA — **Senior Director**
Director, Employee Services, Equitable Life Assurance Society of New York. Past President, Industrial Recreation Directors Association of N. Y.

C. JAMES MOYER, CIRA — **Senior Director**
Executive Secretary, Kodak Park Athletic Assn., Rochester, N.Y. Past Chairman, Industrial Management Council. Member NIRA Travel Committee.

FRED A. WILSON, CIRA — **Junior Director**
Manager of Employee Activities, Scovill Manufacturing Co., Waterbury, Conn. Former President, New York state and local recreation groups.

REGION II • MIDEAST







MARTHA L. DANIELL, CIRA — **Senior Director**
Director of Recreation, Nationwide Insurance, Columbus, O., since 1950. NIRA director from 1955-1960. Currently a NIRA Vice President.

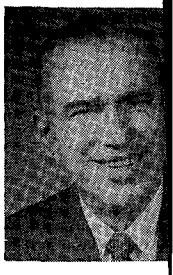
HOWARD HONAKER, CIRA — **Senior Director**
Recreation Director, Faultless Rubber Co., Ashland, O., since 1956. Winner of Helms Award. Chairman of NIRA Bowling Tourney.

LAWRENCE M. DEAL, CIRA — **Junior Director**
Manager, Employee Relations, Inland Mfg. Div., GMC, Dayton, O. Currently a NIRA Vice President and Chairman Membership Committee.

REGION III • MIDWEST





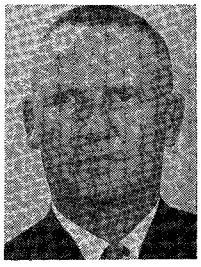


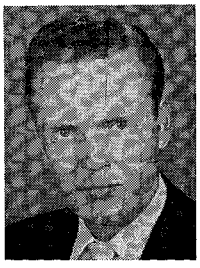
ARTHUR L. CONRAD, CIRA — **Senior Director**
Vice President of Employee and Public Relations, Flick-Reedy Corp., Bensenville, Ill. Helms Award winner in 1961 and 1963.

DALE SHAFER, CIRA — **Senior Director**
Director of Employee Relations, Delco-Remy Div., GMC, Anderson, Ind., for the past eight years. Former NIRA State Chairman for Indiana.

R. FRED CANADAY, CIRA — **Junior Director**
Director of Recreation, General Motors Corp., Detroit. Past Michigan State Chairman and Vice President. Bridge Tournament Chairman.

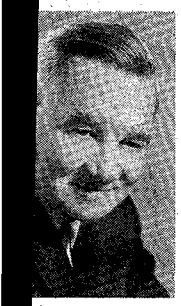
REGION IV • SOUTH





MILES M. CARTER, CIRA — **Senior Director**
Recreation Director since 1952 for McLean Trucking Co., Winston-Salem, N.C. Former President, North Carolina Recreation Association.

NORMAN H. KING, CIRA — **Junior Director**
Recreation Manager since 1952 for Lockheed-Georgia Co., Marietta, Ga. Active in Georgia State Recreation Association. NIRA Vice President.



EDWARD T. MITCHELL
Treasurer

ation supervisor for the Gary Steel Works on, U.S. Steel Corporation, since 1944. ent for 18 years of the company's 10,000- er Good Fellow Club at Gary Works. r NIRA President, 1962-63. Former Indiana Chairman for NIRA. A Certified Industrial ation Administrator.



GORDON L. STARR
Director of Research

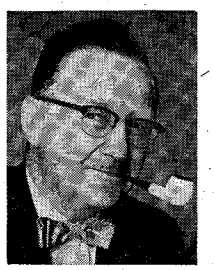
Assistant Professor of Recreation, U. of Minnesota and Director, Coffman Memorial student union. B.S. and M.E. degrees from U. of Minnesota, presently working on his Doctorate degree. In six years has greatly extended scope of NIRA research program including completion of the pilot study, "Does Industrial Recreation Pay?"

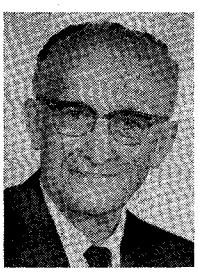


DON L. NEER
Executive Director

With NIRA since 1955. Former sports director for U.S. Junior Chamber of Commerce, 1951-55. Recreation superintendent for cities of St. Cloud, Minn., and Zanesville, Ohio, 1946-51. Five years with U.S. Navy directing welfare and recreation programs. B.S. and M.E. degrees in physical education and recreation from U. of Minnesota.

REGION V • NORTHWEST



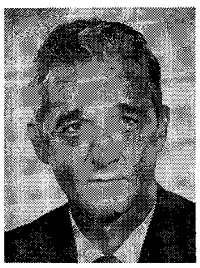


. LUEDKE, CIRA — **Senior Director**
rvisor of Welfare and Recreation for Milwaukee Gas Light Co. Past Chairman of NIRA. Past President Milwaukee Recreation Council.

HAEL J. BRECKA, CIRA — **Junior Director**
ation Director, Minneapolis-Moline, Inc., Hopkins, Minn. Active outh and recreation activities in Twin Cities area.

REGION VI • SOUTHWEST

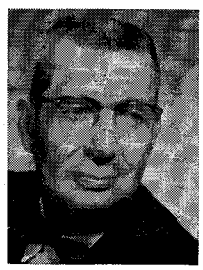


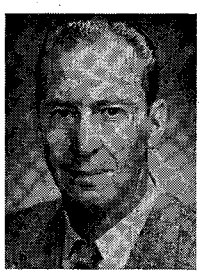


J. HALL — **Senior Director**
ness Manager, General Dynamics/Fort Worth Recreation Association, Worth, Tex. Active in Texas state professional recreation circles.

E. SMITH, CIRA — **Junior Director**
eation Director, Texas Instruments, Inc., Dallas, Tex. Former Athletic cer, Fleet Aircraft Squadron 117, U.S.N.

REGION VII • WEST





WTON E. WEST, CIRA — **Senior Director**
onnel-Recreation Director, Helms Bakeries, Los Angeles, Calif. Deoped NIRA's national achievement awards program. NIRA Vice President.

R. MITCHELL, CIRA — **Junior Director**
ef of Employee Services, General Dynamics/Astronautics, San Diego, if., since 1956. Former NIRA State Chairman and Vice President.

REGION VIII • CANADA





J. CHARRINGTON, CIRA — **Senior Director**
creation Director for Polymer Corp., Sarnia, Ont., Can. since 1954. rmer President Sarnia Industrial Recreation Association.

LA GRAVE, CIRA — **Junior Director**
neral Supervisor of Recreation, Canadair Limited, Montreal, Quebec., 10 years. Former Provincial Chairman for NIRA.



BFG stands for Big Fun and Games during the "Playday" celebrations sponsored by the B. F. Goodrich Co., at an Akron area amusement park as part of its employees' activities program. Management, workers, and their families take over the park's facilities for one day each year and take part in games such as the balloon throwing contest pictured here.

Goodrich Employees Find Time For Fun, Games, and Charit

The image of a man is sometimes narrow in the eyes of his fellow workers. They couldn't be expected to know it, but he might be a collector of Japanese stamps, or a sculptor of considerable merit, or an accomplished performer on the bagpipes.

He may have a special talent, or an interest in any of a thousand subjects, that would draw him into pleasant association with similarly inclined people with the same firm. But all too frequently, in a bustling place of business, he's just another face at a desk or machine.

That's not the way Donn Johnson—who replaced retired Charles Mears at the B. F. Goodrich Co., Akron, O.—looks at his 9,000 colleagues. Rather Donn, like Charles before him, thinks of them as bridge players, hunters, singers, fishermen, golfers, toastmasters, photographers, basketball players, travelers, charity volunteers, dancers, Boy Scout leaders and people with a host of other talents and hobbies.

Donn heads a five-man department that handles company-sponsored programs. "Nobody blows a whistle and hollers 'Everybody into the pool' at Goodrich," Donn says. "We don't regiment people. We like to stay out of the way and let the participants handle their own affairs."

Has the system been successful? Well, last year the total combined attendance at company-sponsored events was more than 130,000. And at some time during the year just about everyone in the company took part in a regularly scheduled or special activity, Donn reports.

The recreation department was set up in 1916 with baseball, football, boxing, track and basketball teams. Toda handles a wide variety of athletic, social, cultural and c munity activities. Most popular sport is bowling. Tw hundred men and women are organized into 20 leagues season play, and All-Star teams take part in inter-indu tourneys. There are 500 BFG employees and retirees in golf program which involves 25 leagues. Slow-pitch soft attracts 275 employees; basketball 200 and flag football 1 Others are volleyball and horseshoe pitching.

"The Company provides funds and equipment, rents

"Joyful loot" for holders of lucky numbers and winners of games at BF annual outing are examined by a group of employees' children.



s and hires umpires and referees, Donn said. "BFG ly purchased a recreation area covering 10 acres and in- g a fieldhouse, baseball diamond, football and softball grandstands and complete lighting facilities, an archery horseshoe pits and a parking field."

G provides meeting places and funds for employee The Hunt and Fish Club, composed of 200 male em- es, enjoys a lodge BFG maintains at Piedmont Dam, unded by hundreds of acres of public land. It's equipped ep about 20, and boats and dock facilities are available. her clubs include those devoted to bridge, photography, c speaking, camping, investment, singing, square danc- scouting and bagpipe playing. The latter group is made 25 employees and friends. They hold weekly meetings offer public drills and entertainment in the spring and

e Foremen's Club, composed of 700 employees, makes f clubrooms with furnished lounges, a billiard room and nference room that seats 600. These facilities are also by other BFG clubs.

ubs are formed whenever a group of employees decide d like to join in a mutual endeavor. A short time ago nen asked about the possibility of forming a ham radio A study is now being made to see what the interest is ng other employees and what equipment would be needed. pecial events include a family picnic and playday at a local sement park rented by BFG for employees, families and ds, and attended by more than 6,000. Activities include rides, dancing, games, contests and entertainment. An al Christmas party held for employees' children, to age usually draws about 4,500. Tour programs make special available to groups for travel almost anywhere in the and overseas.

Time for Charity, Too

That brings us to our community work, and BFG em- ees enjoy a deserved reputation for generous giving of r time and money," Donn says. "The Ten-Year Service , consisting of 2,857 employees with the company for n 10 to 19 years, gives Christmas food baskets to less unate families; the Twenty-Year Service club, consisting ,771 members, offers baskets to the sick.

A few years ago we instituted 'Operation Bigswitch.' The was for employees to forego mailing of Christmas cards use the money to supply gifts for 200 needy Akron ilies. The response was quick and generous, and those tributing continued to send out cards anyway."

The Donors' Club, 2,000 members, has contributed more n 21,000 pints of blood during the last ten years to the mit County Red Cross free blood program. The depart- nt also manages and coordinates the annual BFG em- yee program on behalf of the United Fund.

"My predecessor, Charles A. Mears, is the only man in ron ever awarded the United Fund Crusader Award on r different occasions for our company's efforts on behalf UF."

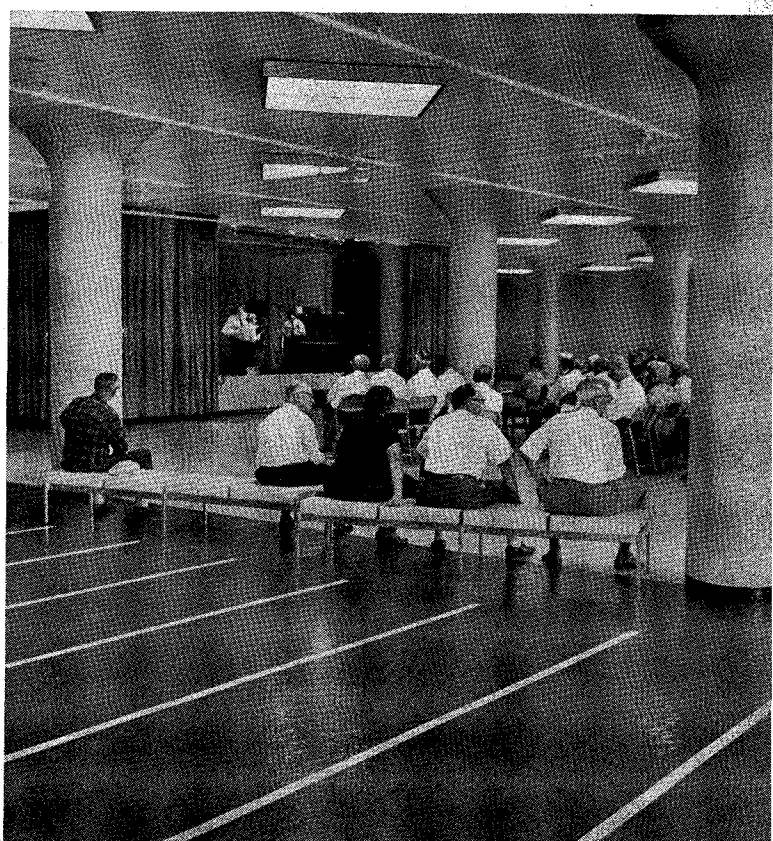
The department also coordinates the company drive for S. Savings Bonds, free chest X-Rays, an auto safety check gram, special events through community schools and uting programs.

Whether it's fun, games or charity, The B. F. Goodrich acts out a vital role in the Akron community. With funds, eting space, and organizational knowhow the company ates a climate for employees to pursue a good neighbor icy.



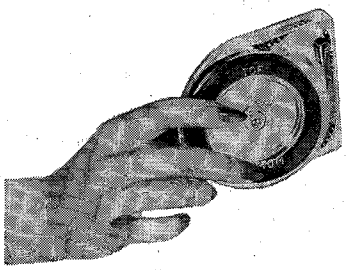
Members of the Foremen's Club of the B. F. Goodrich Co. relax in clubroom lounge at company headquarters in Akron, O. BFG provides meeting places and funds for this and other clubs formed by employees.

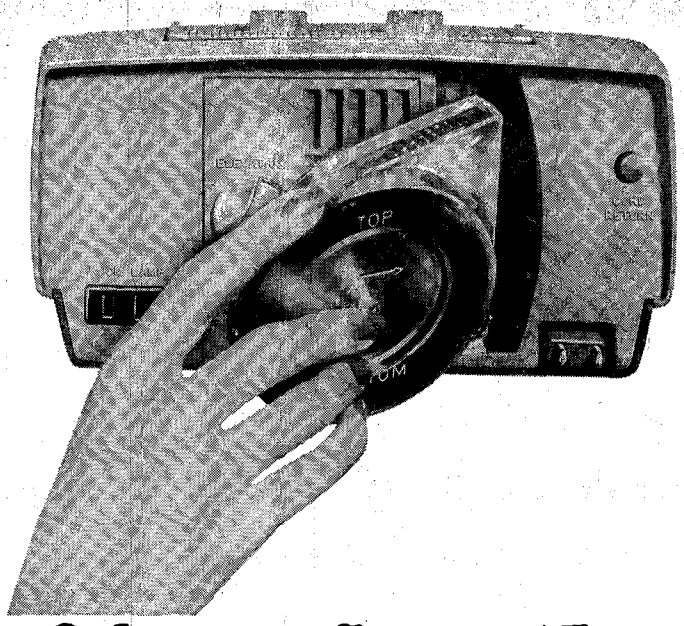
"The play's the thing" in Foreman's Club of the BFG Co., which sports an active thespian group. Clubroom facilities, which also include lounges and a billiard room, are also made available to other clubs as part of the firm's employee activities program.



new!

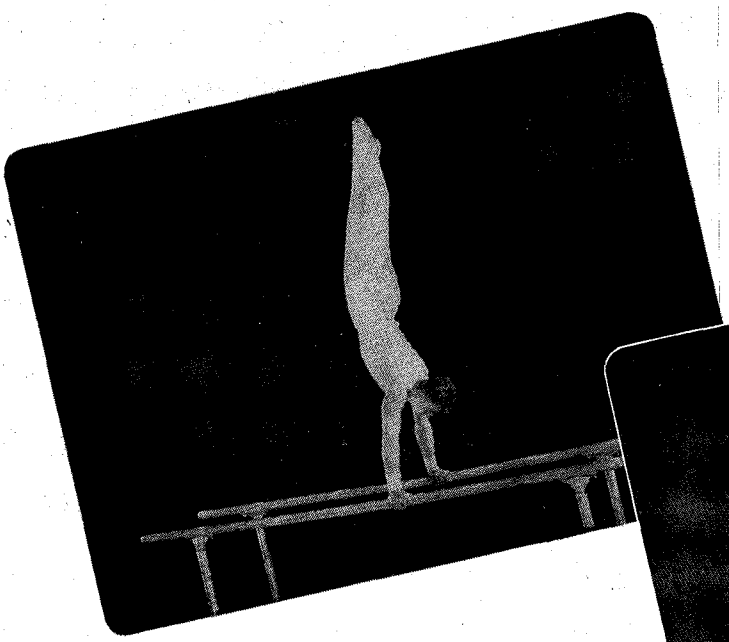
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IRA's 'Most Traveled President' Sparked est Year of Growth in Two Decades

Frank Davis, of Lockheed, Ends Year As NIRA's Head at Milwaukee Conference

took 24 years for the National strial Recreation Association to elect esident from West of the Rockies. when Frank Davis, veteran executive tor for the Lockheed Employees' eation Club, took over as chief ex- ve at the 1964 Annual Meeting in eland, NIRA's stock began to rise.

his acceptance remarks, Davis nised the delegates that he would onally carry the NIRA Story to in- rial recreation administrators across country. Ironically, the man who di- recreation for one of the nation's est aircraft and missile builders, pre- train to air travel. Nevertheless, dur- the past year, he has won undis- d claim to the title, NIRA's most eled president.

During his year in office—he and RA's first President-Elect, Charles edorn, of Goodyear—covered seven the association's eight geographical ions. Davis himself traveled from ne base in Burbank, Calif., to attend association's Eastern Regions' Con- nce in Atlanta, Ga. last fall, and in ruary he put in another speaking appearance at the Western Conference of NIRA in Scottsdale, Ariz.

In addition, President Davis made working stops in Chicago, Dayton, Cincinnati, New York City, Milwaukee, Boston, Rochester, N. Y., and other cities. Bloedorn spoke at NIRA's Region 8 conclave in Toronto, Ont., Can. Wherever Davis went, he met with local industrial recreation administrators, both individually and in groups.

Increasing membership has been an important Davis goal, and NIRA has experienced its best over-all gain since 1946 during his year in office. (See story on membership in the *NIRA Newsletter* section of this issue.)

Public relations was another Davis goal, and under his leadership 4,000 presidents and chairmen of U.S. businesses received personalized copies of "Top Management Speaks"—a NIRA booklet in which 11 of the nation's leading executives gave their endorsement to the philosophy of company-sponsored employee recreation.

The nation's press looked with greater favor than ever on NIRA during the Davis year, too. Among other features and news stories in newspapers and periodicals across the country, major articles appeared in SPORTS ILLUSTRATED, BUSINESS WEEK, and THE WALL STREET JOURNAL.



Among the stops Frank Davis made for NIRA during his year as president was a speaking stand at the monthly meeting of a group of industrial recreation directors in New York City. Here Frank, standing, fields questions put to him by the attendants. At left is Ted Scandurra, of Equitable. Audrey Bast, Union Carbide Corp., is at right.

Other officers, directors, and committeemen, of course, share the credit for the exceptional growth of the association during the past year, but the captain of the 1964-65 team was undisputedly Frank Davis.

Using the same quietly persuasive approach that built the Lookheed program into one of the best in the nation, Frank helped put NIRA on a more optimistic course than it dared dream of but a few years ago.

His year of leadership was the capping stone of a long record of service to NIRA, including five years as the association's treasurer, and several terms as a member of the board of directors.

The applause of the delegates as President Davis passes the gavel to his successor in Milwaukee will be more than a thunderous echo to his year of progress. It will be a resounding challenge to the men who must follow.

e of President Frank's trips east last fall took him to Milwaukee where he met with 24th NIRA ference Committee, including (seated L to R): Paddy Luedke, Milwaukee Gas; Harry German, sconsin Electric; Andy Thon, Milwaukee I.R.C.; Davis; Carl Klandrud, Chairman, Allis-Chalmers; L. Neer, NIRA; Red Gormley, Ace Foods; Pat Feely, Falk Corp. (Standing) John Peters, Western chine; Ray Tuchel, Badger Die; Dave Mayer, Cutler-Hammer; Tony Koenig, Johnson's Wax; Whitey oniemi, Wisconsin Motor; Jack Schilz, First Wisconsin Bank, and Robert Cook, Travelpower.



NIRA Newsletter

MAY 1965 ©1965 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION VOL. 23, N

NIRA's 1964-65 Membership Gains Are Best in Nearly Two Decades

With several weeks remaining till NIRA closes out the books on its 1964-65 membership drive, the association has bettered the near-record membership gains of 1956. That means NIRA is now assured of having the best all-round membership growth in any single year since 1946.

To date the association has taken in more than 60 new Company members since the last annual meeting; 11 Associate members; six Affiliate members; two Industrial Recreation Councils, and six Individual members.

L. M. Deal, NIRA's membership chairman and recreation supervisor for Inland Manufacturing Division, GMC, expressed confidence this month that other long-standing NIRA membership goals would be reached in the weeks remaining prior to the National Conference in Milwaukee.



DAVIS



DEAL

The Frank Davis administration now ranks second in NIRA annals in terms of members gained. Carl Klandrud, Allis-Chalmers, Milwaukee, was president in 1956, the third best NIRA membership year. The best all-round growth years were in 1945 and 1946, when Edward B. DeGroote, Servel, Inc., chalked up a remarkable two-term gain of 167 company memberships.

Ben Kozman, Thompson Ramo Wooldridge, Cleveland (1957), and John R. Ernst, National Cash Register Co., Dayton (1952) are tied for fourth place, and Kenneth Klingler, Consolidated Vacuum Corp., who was president in 1958, ranks fifth.

In terms of the total number of new and old members on NIRA's roster at any one time, the association has just achieved an all-time high. The prev record was held by the Klingler adm tration in 1958.

The current gains in company m bership are credited to several fac among them the NIRA tournament gram, good national publicity in re months and an all-round better "m bership package" than in previous y

In addition, under L. M. Deal, association has pursued a vigorous "g roots" membership campaign during past two years, a program that has largely responsible for the recent ga

The current drive will be culmin at the National Conference of NIRA Milwaukee next month. Incen awards will be given by prize draw to eligible members—all those who cure at least one *new* member for NI

Among the awards will be the foll ing: eight transistor radios; a c radio; a mixer; a set of books on rent history; a portable fire extinguis a portable picnic table; a bottle coo two sets of bed pillows; two cases playing cards; a set of tires; an compressor.

The grand prize will be a Moto television set.

Deal said that there would be separate drawing for new NIRA me bers at the Milwaukee meeting, the pr being a free registration at the 19 Conference of the association in C cinnati.

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...ice Your Vote ... NIRA's 24th ...nual Meeting

...signated company representatives ...best have a voice in NIRA affairs ...ey attend the Annual Meeting of ...ssociation and vote in the elections ...fficers and directors.

...e "Annual Meeting," as such, is ...portion of the NIRA Annual Con...ce during which a new president- and four vice presidents of the as...tion are elected. The 1965 Annual ...ting will take place on the final day ...e National Conference in Milwau...on Tuesday afternoon, May 18.

...harles Bloedorn, Goodyear Tire & ...ber, Akron, is currently the presi...-elect of the organization. As he ...eeds to the presidency on that day, it ...is office, as well as the four vice ...idents', that must be filled.

...ice presidents of NIRA will be ...ted from among 20 directors. The ...ctors, in turn, are chosen in eight ...onal caucuses held in concurrent ...ions at noon on Sunday, May 16. ...elve regional directors will be chosen ...hat time. The other eight directors ...l begin automatically the second year ...their two year terms on the board.

...Theoretically, it's possible for any ...ignated company representative to be ...cted a director. In practice, however, ...knowledge of NIRA and a good ...ord of activity in association affairs ...nt heavily in the voting.

...In case you've wondered, other of...es in NIRA, including that of ...asurer, director of research, and of ...urse, executive director, are appointive ...her than elective offices. In these ...es the board of directors is the deci...n-making body.

...In cases where it is absolutely im...ssible that the designated representa...ve of a member company be on hand, ...e bylaws of the organization state that ...other bona fide representative may ...te in his stead, provided the Execu...ve Director has been notified *in writing* ...least 24 hours prior to the Annual ...eeting.

...NIRA urges all designated representa...ves to attend the National Conference ...d vote at the Annual Meeting. Your ...te could easily be the deciding one, ...d you could therefore play a key role ...setting the association's course for the ...ming year.



Recognition of long service to the General Electric Employee Activities Association was given Everett C. Foster (left) and Dan Zieverink on the 15th Anniversary of the organization recently. GEEAA also took the occasion to burn up the mortgage to the employee club's private park, one of the finest in the Midwest.

Exhibitors Prepare Big Prize List For NIRA Meeting

Delegates to the 24th Annual National Conference of NIRA at the Schroeder Hotel in Milwaukee this month, can expect to be the recipients of a raft of door prizes donated in advance by the conference exhibitors.

Among them are a couple of exotic vacations in the Caribbean, all expenses paid for two persons. You could win a week at the El San Juan Hotel, in Puerto Rico, or perhaps you could be the recipient of a Jamaican holiday.

Included among the other door prizes you could win are items ranging from picnic tables to an encyclopaedia atlas, to an "educated putter," to a genuine performing circus.

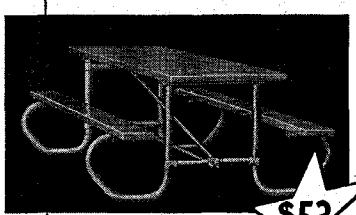
You could win a set of tickets to a Broadway show, or an RCA portable television set.

A long list of other gifts—some of them as yet unannounced—will be given away in prize drawing by the exhibitors of NIRA's Milwaukee Conference.

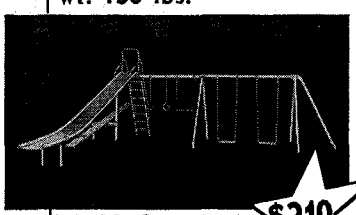
The exhibit hall at the 24th NIRA Conference and Buying Show is one of the best stocked showcases of recreation goods and services ever put together for a NIRA annual meeting.

The Conference door prize package, is not the prime reason, of course, for your attending the annual meeting of NIRA, but it's a pretty good bonus.

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#370 Picnic Table, Complete, wt. 150 lbs. $53



#729 Combination, Complete with #729-P Pipe, wt. 800 lbs. $319

REC

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Anderson, Indiana

CIRA Committee Meets, Approves Forty-One New Applicants for 1965

The Certified Industrial Recreation Administrators Committee met in special session in Chicago last month to consider the flood of applications on file at NIRA headquarters for the CIRA program.

After the meeting, the committee announced that 41 of the 60 applicants had been approved for certification. A spokesman said that "technical considerations" caused the remaining 19 applications to be held in abayance until a clarification of specific points in the individual applications could be made by mail.

The committee spokesman said that in all probability the majority of the 19 applicants not yet certified will be approved in upcoming months, perhaps in time for the 24th Annual Conference of NIRA in Milwaukee.

The 41 new CIRA's represent the largest single group of recreation administrators ever to be accepted into the program at one time. Their certification raises the number of those who have been accepted since the program was begun in 1961 to more than 150.

The new CIRA's will be welcomed into the ranks of their fellows at special ceremonies at the Milwaukee Conference, Monday morning, May 17.

The goal of the CIRA program, which is not restricted to members of NIRA, is simply to recognize the achievements and contributions of qualified individuals to the field of industrial recreation.

To become a CIRA now, here again are the experience/training standards with which you must comply:

—Five year's experience as a recreation administrator or supervisor, with a minimum of one year in industrial recreation, or

—One year's experience in industrial recreation and a baccalaureate degree in a related field, or

—Two year's experience in industrial recreation and a baccalaureate degree in a related field, or

—Three year's experience in industrial recreation and a baccalaureate degree.

—In addition to *one* of the above requirements, applicants must now take a written examination to become a Certified Industrial Recreation Administrator.

Applicants are screened by a certification committee composed of a NIRA past-president and two members appointed by the current president.

Application forms are obtainable upon request from NIRA headquarters, in Chicago.

Three of the 41 new CIRA's are "CIRA Associates," meaning that they work in municipal, military, or some other-than-industrial field. The complete list of the 41 new members follows.

THE NEW CIRA'S

BARNHART, C. E., Director of Employee Servic
Regis Paper Company, Pensacola, Fla.

BEST, C. A., Supervisor, Employee Services, Auton
Div. of North American Aviation, Anaheim, Cali

BINETTE, LOUIS J., Asst. General Supt., Wyman
Company, Harvey, Ill.

BOYLE, JACK J., General Supervisor, Litton System
Van Nuys, Calif.

CAPP, WALTER P., Asst. to N. A. Aid Adm.,
American Aviation, Inc., El Segundo, Calif.

CATTARELLO, CARLO MARIO, Director of Recreatio
Rock Recreation Comm. and Domtar Newsprint
Red Rock, Ontario

CUNIUS, WILLIAM R., JR., Chief, Employee Activ
Services, Central Intelligence Agency, Washi
D. C.

DELIUS, ROBERT DANIEL, JR., Recreation Supe
Tennessee Eastman Company, Kingsport, Tenn.

DE LUCA, FRANK A., Employee Relations Manage
coming Div. of AVCO Corp., Stratford, Conn.

DUNCAN, M. G., Services Supervisor, Ethyl Co
Canada, Ltd., Corunna, Ontario

EMMICK, E. A., Mgr., Recreation-Welfare, North Am
Aviation, Los Angeles, Calif.

FEELY, PATRICK W., Recreation Director, The Falk
ration, Milwaukee, Wis.

FRAIN, JOHN D., Recreation Assistant, McDonne
craft Corp., St. Louis, Mo.

GILLESPIE, CHARLES A., Supervisor Employee Rela
Allison Div., GMC, Indianapolis, Ind.

HUDSON, CHARLES WILTON, Mgr., Recreation Dept.
Corporation, Rochester, Minn.

JORDAN, RICHARD HARRELL, Personnel Director,
Bros. Company, Springfield, Ohio

JOYCE, THOMAS A., JR., Supervisor Employee Recr
Programs, Allison Div., GMC, Indianapolis, Ind.

KOPPANG, ORION B., Manager, Employees Club,
conda Aluminum Co., Columbia Falls, Montana

KOZMAN, BEN M., Activities Manager, Thompson
Wooldridge, Inc., Cleveland, Ohio

KRIENITZ, WILLIAM JOHN, Manager, Employee Ser
Victor Comptometer, Chicago, Ill.

MITCHELSON, THEO K., Regional Personnel Mgr.,
Farm Ins. Cos., Jacksonville, Fla.

MORSE, FREDERICK J., Manager, Tokheim Athletic A
Tokheim Corporation, Fort Wayne, Ind.

NOVOTNY, GEORGE W., Recreation & Welfare Mgr.,
American Aviation, Inc., Columbus, Ohio

O'MAY, WILLIAM P., Personnel Manager, Flick-
Corporation, Bensenville, Ill.

PHILLIPS, JAMES J., Employee Services Co-ordin
Litton Systems, Woodland Hills, Calif.

PONTON, ARVEL R., Mgr., Recreation-Welfare,
American Aviation Inc., Palmdale, Calif.

PRYCE, JAMES, Supervisor Employees' Recreation,
T. Eaton Co. Ltd., Toronto, Ontario

RANDALL, HOWARD A., Employee Services Super
Litton Systems, Inc., Woodland Hills, Calif.

RUNNEALS, LARRY G., Recreation Director, Lennox
dustries, Inc., Marshalltown, Iowa

SABINE, GEORGE P., Recreation Representative, B
haven National Laboratory, Upton, N. Y.

SANTORO, SAMUEL R., President, Recreation Dept.,
eral Electric, Valley Forge, Pa.

SHEPHERD, ZARMAIR, Recreation Director, Foster
Co., Inc., Leominster, Mass.

SMITH, ROY E., Recreation Manager, S. C. Johnso
Son, Inc., Racine, Wis.

SPRANGERS, WALTER, Recreation Director, Allen-Bra
Co., Milwaukee, Wis.

TOBIAS, STANLEY I., Mgr., Recreation & Special Ac
ties, Kellogg Company, Battle Creek, Mich.

WHITE, KENNETH EUGENE, Recreation Co-ordina
North American Aviation, Los Angeles, Calif.

ZIEGENFUS, WILLIAM C. F., Director of Recreation,
Oil Company, Marcus Hook, Pa.

CIRA ASSOCIATES

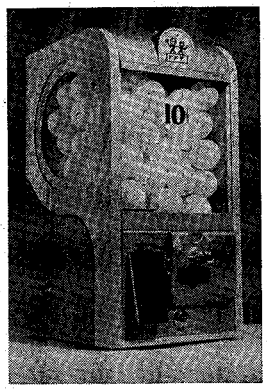
FAGNANI, AUDREY M., Dir. of Industrial Recreat
Oakland Recreation Dept., Oakland, Calif.

FERGUSON, GERALD W., Physical Education & Recrea
Specialist, Royal Canadian Air Force, Goose Bay, L
Nfld.

HENNING, KARL BRUNO, Sr. Recreation Supervisor,
of Richmond, Richmond, Calif.

STINTZCUM, RALPH, JR., Personnel Services Off
Kindley AFB, Bermuda

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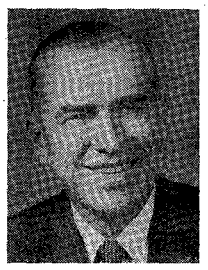
ıtional Industrial Foundation Plays xpanding Role in Recreation Research

e National Industrial Recreation rch and Educational Foundation—ıer grand and mouth-filling way :scribe NIRA's research arm—is ıed to play an important role in the h and development of the in- al recreation field in coming hs and years.

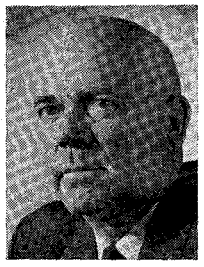
ll struggling to outgrow the in- ies of its infancy, NIRR&EF was organized in October, 1961, at spe- sessions in the Sherman House in ıgo. The committee assigned to ; the foundation into being studied approved a set of Articles of In- oration, which was summarily filed the State of Illinois.

ıere the Articles were approved, but ok three and one half years for In- ıl Revenue Officials to grant the ıdling organization tax exempt ıs. Finally, in March, 1964, with an ıdum added to one of the articles atisfy the Internal Revenue Code, NIRR&EF began its official life.

Current officers of NIRR&EF include R. Fred Canaday, Chairman, General Motors Corp.; Kenneth L. Kellough, Vice Chairman, North American Aviation, and Don L. Neer, Secretary-Treasurer, NIRA.



CANADAY



KELLOUGH

Trustees of the organization are Charles E. Bloedorn, Goodyear Tire & Rubber Co.; Lawrence M. Deal, Inland Mfg. Co.; Walter Dowswell, Motorola, Inc.; John H. Leslie, Minnesota Mining and Mfg. Co., Gordon L. Starr, University of Minnesota, and Robert A. Turner, West Point Mfg. Co.

Frank Davis, NIRA's current president and executive director of the Lockheed Employees Recreation Club, was named an ex-officio member of the board of trustees.

In addition, NIRR&EF has a growing advisory committee, to be composed of individuals doing independent work in the field of industrial relations and recreation. The first two members of the advisory committee are Melvin F. Wood, Chief Engineer, E. I. du Pont de Nemours & Co., and Dr. Richard H. Harris, Director of Employee Research, General Motors Corp.

What does the Foundation do? The Articles of Incorporation rather broadly defines its activities as designed "to promote research in the fields of recreation as it pertains to business and industrial settings; to aid in the advance-

(continued on next page)





Grant Park Recreation Association 1965 Board of Directors—Chicago, Ill.

1ST ROW (L to R): Vern Hernlund (Director of Recreation—Chicago Park District), Erwin Weiner (General Superintendent, Chicago Park District), Barbara Drammis (Montgomery Ward), Cindy Hardin (3-M Co.), Jacob Schulman (Bankers Bldg.), Philip J. Lombardi (Montgomery Ward), Clarence Erickson (Chicago Police Department), Jay Boyle (Continental Insurance Co.), Eugene Bajenski (Skidmore, Owings & Merrill), George Grothe (1st National Bank), George Roach (Chicago Park District). 2ND ROW (L to R): William Howe (Chicago Tribune), C. Robert Schultz (Chicago Post Office), George Swanson (Wabash Avenue Ass'n.), Fran Ardon (Chicago Park District), Geri Sharon (Goldblatt Bros.), Mary Jane Jacobson (Chemetron Corporation), Harry Projansky (Illinois Department of Labor), Anton Walla (R. R. Donnelley & Son Co.), Francis Klawitter (Peoples Gas Co.), Louis Goldstein (Toni Co.) 3RD ROW (L to R): Barnett Sterling (Chicago Sports Photo.), Louis Rosenberg (Internal Revenue Service—Retired), Don Neer (NIRA), Jack Reardon (Reardon & Assoc.), Ray Rhoades (1st National Bank), Daniel Proskey (Merchandise Nat'l. Bank), Alvin Vosskuhler (International Harvester Co.), Meyer Kreitzer (U. S. Post Office—Retired). TOP ROW (L to R): P. J. McCarthy (Chicago Park District), John Jordan (Chicago Park District), Robert Hanson (3-M Revere), Chester Okresik (Gaylord Products, Inc.), Bert Barbahen (Cosmopolitan Properties), Louis Mallardi, Jr. (Quaker Oats Co.), Edward Matula (Chicago Park District), Mel Ackerman (Chicago Park District), Herbert Goldenson (Mart Motor Express Co.). MEMBERS NOT PICTURED: Randall Cooper (Chicago Central Area Comm.), Bernice Engel (U. S. Steel Corporation), Anthony Levato (Schmidt, Garden & Erikson, Architects), Jacob Postweiler (Ill. Tool Works, Inc.), Andrew Santos, Sr. (Hillman's Inc.), Stanley J. Siedlecki (Ill. Central R.R.), Dorothy Zukauskas (Western Electric Co., Inc.).

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NIRR & EF (cont) . .

ment of education and training personnel in the field of industrial r tion; to establish scholarships, le ships, research and student loan in those institutions accredited for and to provide for the publicatio dissemination of research and e tional studies pertinent to the fiel business and industrial recreation."

Even before the official charter granted, the young organization beg fulfill the role assigned to it. Fou dents have to date been given sch ship funds to complete their e tion as recreation undergraduate graduate students. A fifth student be awarded funds this month. It i hope of the foundation trustees board, that this function of NIRR can be greatly expanded as budget g in coming years.

In addition, some funds have ready been allocated for research in field of industrial recreation. foundation's research activities are u the direction of Gordon Starr, sistant professor of recreation at University of Minnesota and one of trustees of the organization.

How Financed

How is the organization financ Again the Articles of Incorpora rather broadly define the "powers the foundation" to get operating fu Under the "General Not for P Corporation Act" of the State of Illin however, NIRR&EF is "empowered receive gifts, grants, or real or perso property to use . . . for any of purposes for which the corporation created." Donors—who would presu ably include the National Indust Recreation Association and any other dividual or firm so disposed—would serve the right under the Articles Incorporation to designate a spec project or purpose for which their fu may be used.

NIRR&EF is empowered to t members in three separate classificatio 1) "Patrons" are persons contributi $1,000 or more to the work of the fou dation, 2) "Life Members" are perso contributing $100 or more, and "Annual Members" contribute $ yearly and can become Life Membe after twelve years of contributing or t equivalent thereof.

To date a number of NIRA memb firms have contributed funds for schol ships and research. Several other fir have made overtures to NIRR&EF re

specific research projects they are sted in underwriting with the ation as "clearing house."

RR&EF will hold its annual meet- uring the National Conference of in Milwaukee next month. At ime the officers and trustees hope mmer out the details of their ex- ng research and educational pro-

aders Digest Story

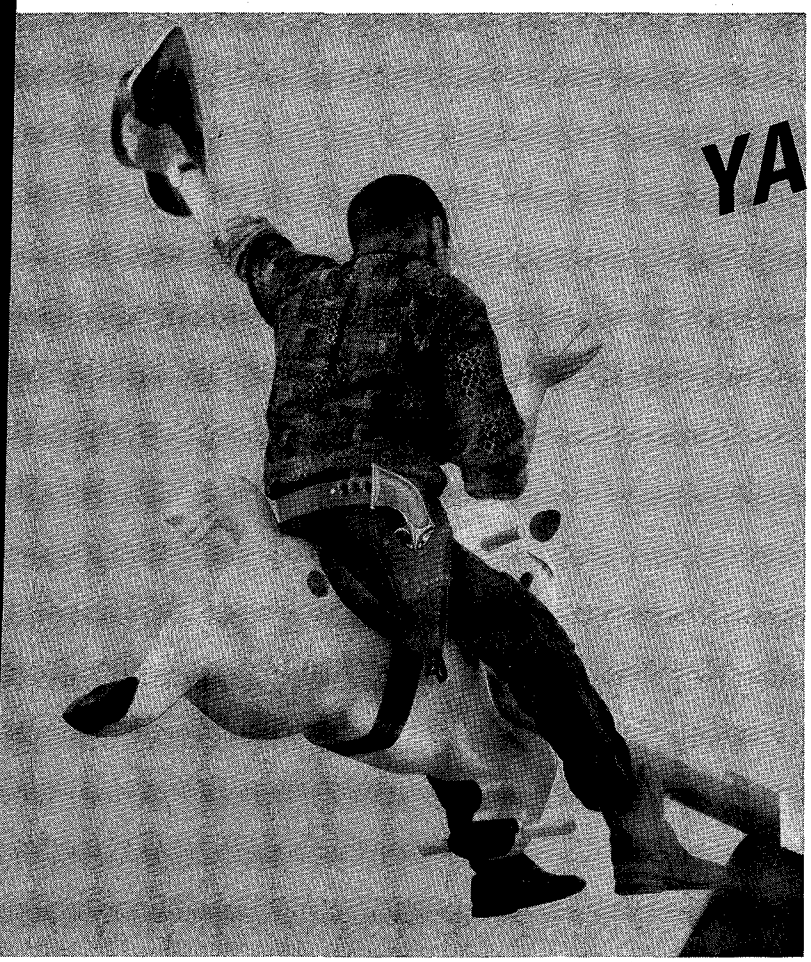
s impossible, of course, for the rs of R/M to make promises for argest circulation consumer publica- in the world—READERS DIGEST t writers for the latter magazine set June, 1965 as the publication for an all-new story on NIRA and ndustrial recreation movement.

ould the Digest break its story on dule, it would be the capping stone a NIRA public relations program h first hit "pay dirt" in April, 1964, a story in BUSINESS WEEK, fol- d in quick succession by additional es in BUSINESS MANAGEMENT THE WALL STREET JOURNAL, in January of this year a 10-page ure in SPORTS ILLUSTRATED.



BRAKETTES BACK FROM SOFTBALL INVITATIONAL IN MELBOURNE, AUSTRALIA

The Raybestos Brakettes recently represented the United States in the First International Softball Tournament in Melbourne, Australia. Seen above are team personnel as they left a practice session just prior to their departure for the tournament. Pictured are, from left to right, Carol LaRose, infielder; Vincent DeVitt, coach-manager; Patricia Harrison, outfielder; Kathryn "Sis" King, outfielder; and Laura Malesh, catcher. Note the Jeep Wagoneer—"Recreation Car of the Year" for 1964—was the mode of transportation for team practice. The "Wagoneer" was won for the company's use for one year by Arthur Brauer, Conn. Chairman for NIRA and Assistant Director of Industrial Relations at Raybestos, at the Cleveland Conference a year ago this month. The Raybestos girls lost a 1-0 decision to the Australian All Star Team in the finals of tournament play to earn second place honors for the United States. The Brakettes went on a World Tour upon leaving Australia, playing exhibition softball games in a number of countries enroute.



YAHOO!

Ride 'im cowboy! Just hang on for that long 10 seconds and the championship is yours. You drew the right horse this time. Rough and tumble, full of fight, a sassy pony. And yet so gentle . . . nobody ever gets hurt on Buckin' Bronco from Mexico Forge.

By breeding a lot of imagination with a little engineering at their plant back east, the people at Mexico Forge have developed a whole family of playground thoroughbreds. The



Hobby Horse

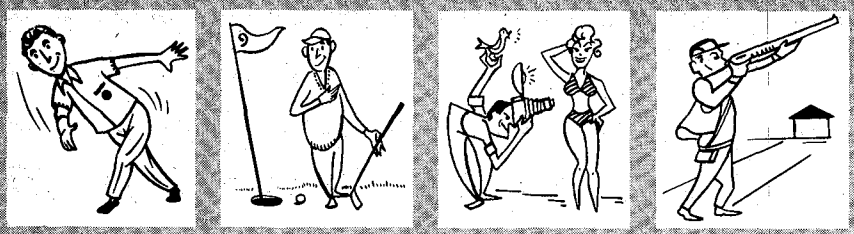
for one, and that crazy climber



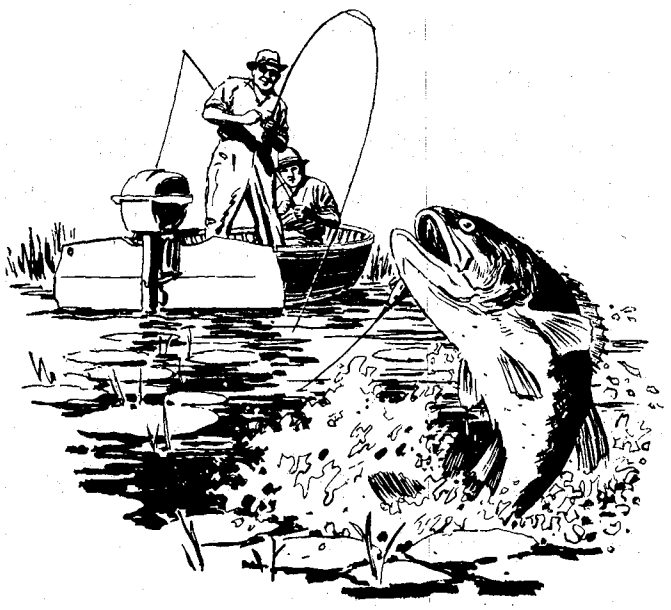
Daddy-Long-Legs.

Breathe a little life into the herd on your playground. Write to Bill Kennedy for a 4-color catalog.

The Mexico Forge, Inc.
North West Drive, Reedsville, Pa.



IDEA Clinic



Planning That Weekend Fishing Trip

One firm which annually hosts a successful fishing trip for employees is the Minneapolis Gas Co., Minneapolis, whose Sportsmen's Club is one of the most active on the company's roster of employee recreation groups.

On recent trips as many as 120 of the club's total 200 membership participated in the event, which is usually held at or in the vicinity of Leech Lake, about 200 miles north of Minneapolis.

This is a group which *really* likes to fish. A newcomer—who admits to being a better poker player than a fisherman—reported on his return from a recent trip he couldn't find a single foursome willing to play cards. He sat out sev rain storms, waited up as late as 2 a.m. and still the fis men stayed out on the lake.

The woes of that poker-preferring newcomer point the fact that the Minnegasco Sportsmen's Club puts emphasis where it belongs—on fishing. Planning for the begins in December, six months prior to the weekend of event.

Resorts are contacted as to the availability of lodging boats on certain dates and at certain prices. Because of large number of participants, two resorts are needed accommodate all the fishermen. A boat/fisherman ratio three to one is a must.

By early January, the resorts have confirmed their da and facilities and an announcement is sent to the Spo men's Club members. Only members of the club may p ticipate in the trip. Club membership, with annual dues only $1, is open to all male employees in the firms.

Cost of lodging and boats runs about $7 per pers Money is collected before the trip. All reservations firmed up, and cabins and boats are assigned while the m are still in Minneapolis to avoid confusion when the m actually get to the resorts.

Each cabin has a captain, who is responsible for deali with the resort owner for purchase of gas, minnows, and forth.

Besides the $7 charge for lodging and boats, each m averages an additional $12 for other expenses such transportation, food and minnows.

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8 NATIONAL TOURNEYS

TOURNAMENT TOPICS

NEWS ABOUT NIRA'S COMPETITIVE EVENTS FOR U.S. AND CANADIAN BUSINESS AND INDUSTRIAL EMPLOYEES

FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOURNAMENTS

hampion Fiber Will Host 0th Annual Golf Event

dvance registrations for the 20th An- National Industrial Golf Cham- ships, to be held at Potter and Twin Municipal Golf Courses, Hamilton, are running higher than last year at time, according to NIRA's tourna- t administrators.

IRA is shooting for a participation l above 500 industrial golfers for the versary year tournament, which will eld on the weekend of August 14- 1965, in Hamilton.

ULES FOR THE TOURNAMENT

GIBILITY

. Any business or industrial com- y is eligible to participate in the ional Industrial Golf Championships, vided they are members of NIRA. more than two teams per company ation can be accepted.

2. Each player representing a com- y must be a bona fide employee of t company and not receiving remu- ation for teaching or playing golf.

LES

1. This tournament will be a four- n team event (36 holes)

2. The combined medal score of the r men representing each company l determine the winner in each divi- n.

3. No two players of the same com- ny may play in the same threesome.

4. Official USGA rules will govern all ay.

5. Have players' averages approved the Recreation/Personnel Director of ur company.

NTRY FEE

1. There will be a $50 entry fee for ch team to cover cost of trophies, een fees, awards, printing and per- nnel to run the tournament.

2. Each team will pay its own ex- nses (travel, room and board, and ddie or cart fees.)

Champion Fiber and Paper Co., of Hamilton, O., will serve as host company for the event, according to Garlund Munz, the firm's director of employee recreation.

On the eve of the tournament—Friday, August 13—Champion has arranged a special "all you can eat" buffet for the industrial golfers at Thomson Park, the company's employee recreation area. There is no set time for the buffet and the golfers will come at their convenience between the hours of 6 and 9 p.m. to see the park and have supper.

The buffet will also serve as official "check in" for the golfers, and pairings and tee-off times will be announced at that time.

Visitors to Thomson Park will get the chance to see one of the finest employee parks in that part of the country. Beautifully landscaped with plenty of large oak, elm, and maple trees, the park is equipped with a surplus of sports and picnic area for employee and family groups. A pretty good fishing stream meanders through the park for use by children of employees.

In the June-July "Industrial Parks" issue of R/M, there'll be a major feature on the facilities at Thomson Park.

The 20th Annual National Industrial Golf Championships, a scratch event, will be run in two divisions this year—a change from last year when *three* separate classifications were allowed—for both teams and individuals.

Using the average scores submitted by the teams on their entry forms, teams will be ranked in order from lowest average to the highest average. The lower half will be designated Division A, and the upper half, Division B.

First four places in each Division will receive team trophies, and the winner of Division A will also receive the rotating W. W. Sebald Trophy. The four members of the winning team in each division will receive individual trophies.

Individual golfers will be assigned to a Division in the same way that the teams are. However, any golfer may choose to play in the lower average Division. Individual prizes will be given the six lowest scores in each division.

(continued next page)

CAMP Manitou FORT FRANCES-ONTARIO

This year, enjoy Camp Manitou, in the wilds of Ontario, where some of the choicest fishing and hunting in North America are found. Manitou's clear Canadian lakes hold muskie, northern, lake trout, walleye, and smallmouth. Its forested land abounds with moose, deer, bear, and partridges in season. Ask about our 15-25 person group rates for the avid hunters and fishermen in your firm.

Write: Jerri Tricomi, Fort Frances, Ontario Or Phone: Fort Frances Operator, Radio 10 (Ring 2-1), after 7 p.m. daily.



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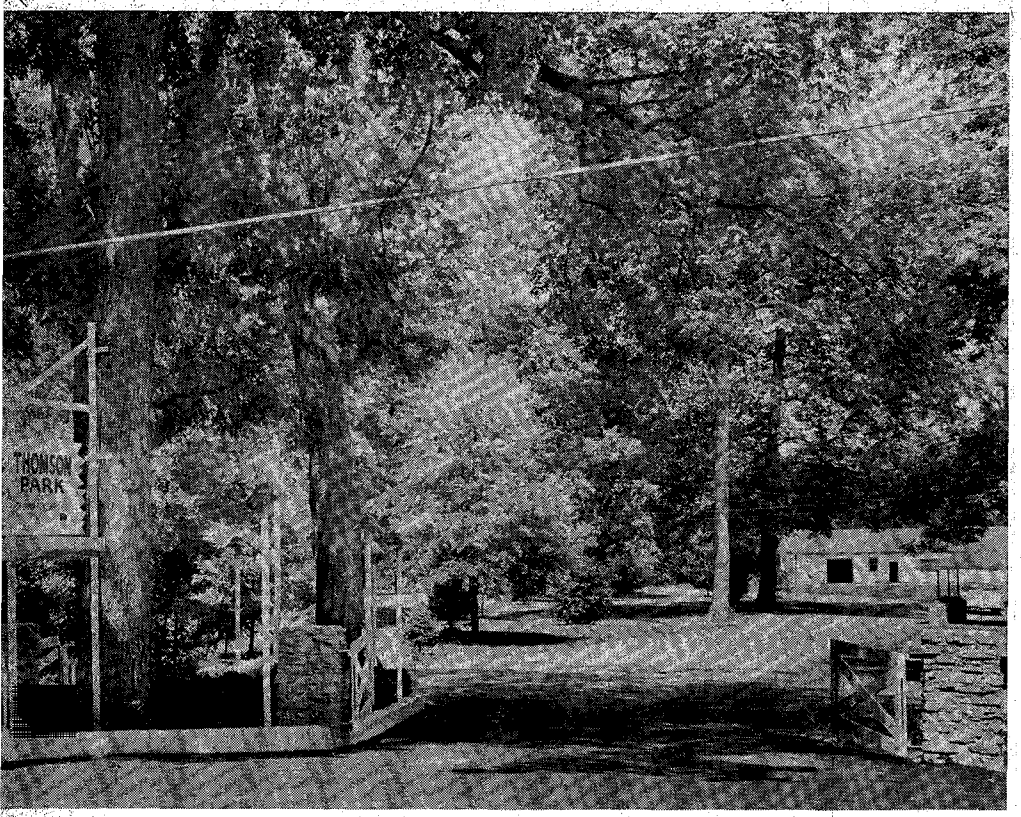
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This is Thomson Park, one of the finest employee recreation areas in the Dayton, O., area. It is for the exclusive use of employees of Champion Fiber and Paper Co. The company will host a buffet dinner for NIRA golfers on the night before the opening of the 20th Annual National Industrial Golf Championships in August.

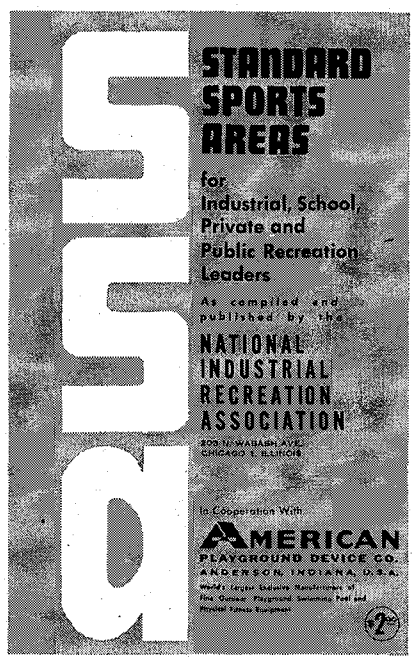
Golf (cont.) . . .

The medalist in each Division w
ceive a special trophy, and in additi
Division A medalist will receive t
tating Ray Detrick Trophy—nev
year. Ray Detrick, retired recreati
rector from Goodyear, began an
many years administered the tourna

There'll be a "management tou
for executives and company recreati
rectors accompanying players to H
ton. That event will be played a
Elks Club near the municipal cour

Except for the pre-tournament
at Thomson Park, Eaton's Mot
Hamilton will serve as tournament
quarters. A limited number of roon
tournament golfers will be ava
there on a first-come, first-served
Other accommodations will be avai
and a list of Chamber of Commerc
proved motels will be forwarded to t
upon request.

Jim Musille, a 44-year-old
driver for Westinghouse, Mans
O., shot a six-under-par 136 to wi
1964 event on twin courses at Pu
University, Lafayette, Ind. A team
MacGregor Co., Cincinnati, was the
foursome in the event.



NIRA is happy to announce that a ne
revised edition of one of its most popular a
valuable publications is available once aga

STANDARD SPORTS AREAS

In condensed, ready-reference form, *Standard Sports Areas* gives you the dimensions and specifications for all the sports areas commonly found in industrial, community, and scholastic sports programs. Nearly a hundred major sports and their variations in all. This information, compiled and edited on the authority of the major rules sources in the United States, is available to you in no other single manual. Send $2 to NIRA, 20 N. Wacker, Chicago, Ill., 60606

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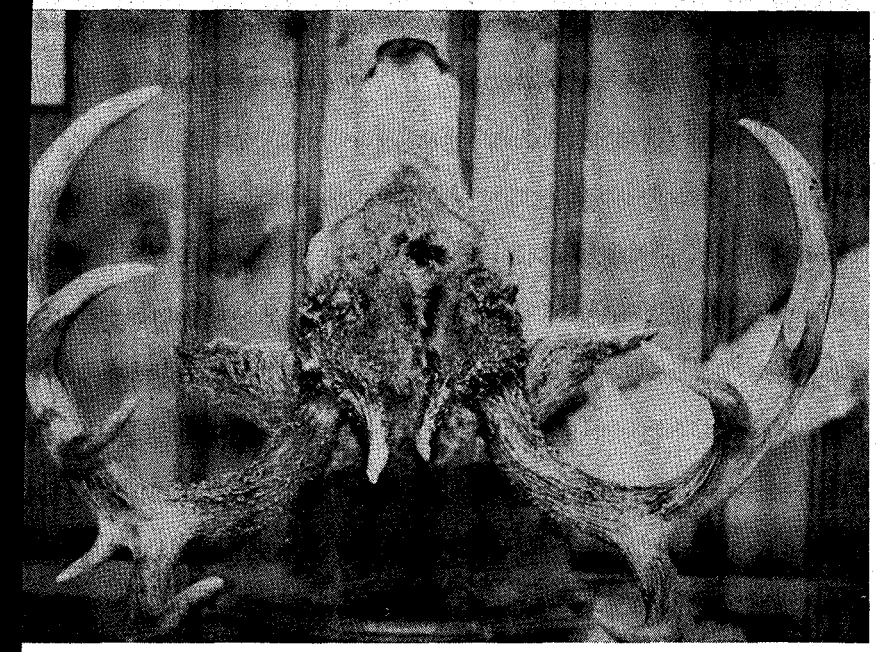
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Address _____

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rs are bagging beauties like the spendid 14-pointer above all over the U.S. this season. Even woolly Illinois, where Lloyd Ball, of Olin-Mathieson, shot this one, herds are on the increase.

eer Trophy Tournament— ow Your Employees Can Enter

IRA's First Deer Trophy Tourna-t, an experimental contest now be- run jointly with the National Rifle ociation, has been extended till De-ber 31, 1965. The purpose of the nsion was two-fold. First, participa- in the event is slow to date and ndly, late hunting seasons in some s would penalize hunters who shot r during the past season.

One of the problems in administer- the deer trophy event—like the fish- tourney NIRA sponsors with TMA—is that it's difficult to judge extent of interest among employees member firms generated by the event. s face it, some hunters—like some ermen—wait years before they bag a h *they'd* consider worthy of a na- al tournament. They often overlook the fact that there are many awards for many categories and divisions of the tournaments. In the case of the deer trophy event, for example, the best catch in every plant wins an award.

At any rate, if you thought you missed out on the first round of competition, you're wrong. By this time, you've perhaps heard of several enterprising employees from your firm who bagged "respectable" bucks in the last season.

Why not write to NIRA for forms so that those employees can participate in the current tournament. NIRA will send back a complete set of rules on the tourney, including instructions on filing out the official Boone and Crockett rating forms on which eligible typical and non-typical mule and whitetail deer are logged.

Mail to NIRA: 20 N. Wacker Dr., Chicago, Ill. 60606 312 AN 3-6696

To Enter NIRA's Tourneys

Dear Sir: Please reserve a spot for us in NIRA's 1965 tournaments:

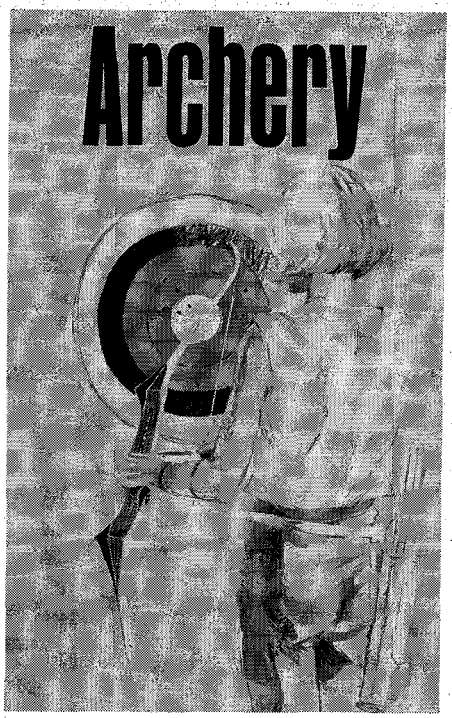
Fishing ☐ Deer Trophy ☐ Archery ☐ Golf ☐

Firm_____

Name_____ Position_____

Address_____

City_____ State_____ ZIP Code_____



a year 'round sport for men and women!

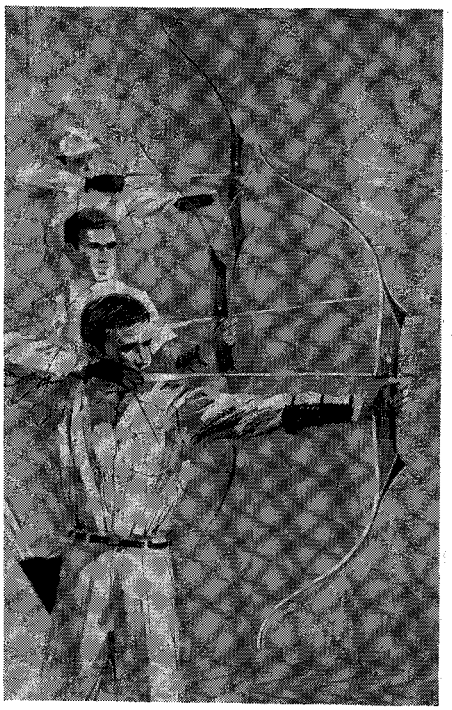
The fastest-growing sport in the country is archery. Age and sex are no barriers to enjoyment.

Give your employees a flying start in this fascinating sport. With Bear Bows. Bear makes twelve great tournament and hunting bows for men and women. Plus a complete line of quality Archery Accessories.

Put archery in your employee recreation program. See your Bear Dealer.

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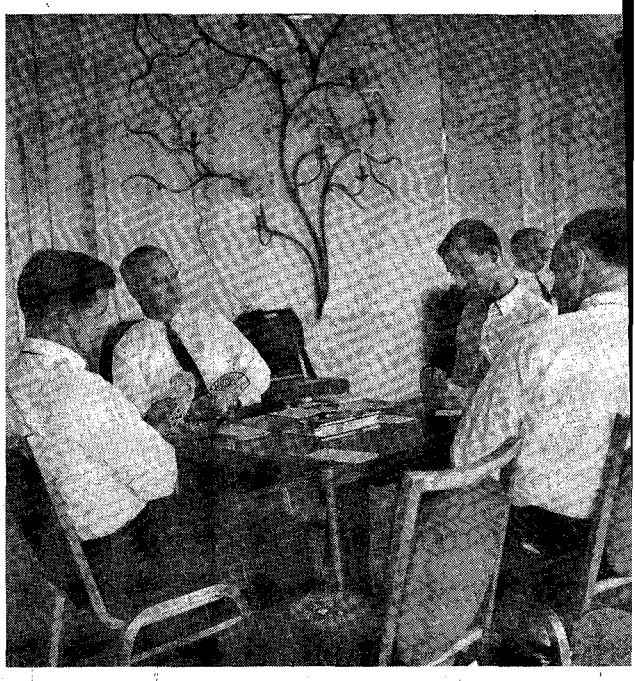
The winning pairs of the National Industrial Bridge Tournamen held in Chicago last month: (L to R), Mr. and Mrs. Elmer J. Dryer, North American Aviation, Downey, Calif., and Mr. and Mrs. Dorsey W. Brooks, Fisher Body Div., General Motors Corp., Detroit, Mich. NIRA and Whitman Publishing Co. will host the two couples to an all-expense-paid cruise in the Caribbean next January.

It's a Trip to the Caribbean in 1966 For Two Lucky Industrial Bridge Pairs

The finalists were brought into Chicago, expenses paid, to play the tournament. (L to R) Mrs. Barbara Howerton; Dennis Lobben, Honeywell; Walter Howerton, Sandia Corp., and John Mourning, Honeywell.



The finals were played in three sessions in penthouse quarters ato Sherman House hotel: (L to R) Norman Fisher, Canadian Kodak; Ri Lewis, Olin-Mathieson; Peter Sands, Canadian Kodak, and Robert Ha Olin-Mathieson.





R. Fred Canaday, right, discusses National Industrial Recreation Association bridge tournament on Jim Conway Morning Show, WBKB-TV, Chicago, the day before the event began. Whitman Publishing Co. was co-sponsor of the tourney.

he quietest spot in Chicago at 1 Saturday, March 27 was the use on the Roof" in the Sherman se hotel. The finals of the National strial Recreation Association Bridge rnament were just beginning.

wenty people—ten pairs of winners across the United States and da—had just begun a gruelling, day, three-session, 81-board com-ion for the national championship. his Third Annual NIRA Bridge rnament was sponsored jointly by A and Whitman Publishing Co., ne, Wis.

he ten pairs had won the right to icipate in the finals by winning re-al matches in January, from among original field of some 2,273 indus-l bridge enthusiasts playing in com-y-sponsored events.

he pair that eventually won the ls, Jean and Judith Dryer, from the ce and Information Division, North erican Aviation, Inc., in Downey, if., took the lead at the end of the t round of 27 boards, followed sely by the eventual second-place win-s, Dorsey and Zerrene Brooks, from Fisher Body Division, General Motors Corp., Detroit.

Dryer is a research specialist with North American. Brooks, who with his wife was the defending champion in the tournament, is an insurance analyst with Fisher Body.

In the early hours of competition Saturday afternoon, the Dryers and Brooks' were hotly pursued by Robert Hallock and Richard Lewis, both employees of Olin-Mathieson Chemical Corp., in New Haven, Conn., and by John Mourning and Dennis Lobben, employees of Minneapolis-Honeywell, in Minneapolis.

At the conclusion of the second round of 81 boards on Saturday night, the standings of the leaders had not changed substantially though the Dryers' lead had been narrowed. The strain of high-pressure play was beginning to tell on some of the participants.

The third and final round of 27 boards began Sunday morning at 11:30. Excitement mounted as the scores came in. Half way through the final session, the Brooks' had overtaken the Dryers in total points. In addition, the third- and fourth-place pairs were creeping up on the leaders. When the final boards were completed, however, the Dryers had definitely re-established themselves as the top pair with a total of 201½ match points—a fine 62.2 per cent game.

The Brooks' were firmly established in second with 189½ match points. John Mourning and Dennis Lobben ended up in third place with 181 points. Robert Hallock and Richard Lewis took fourth with 177 points.

As a result of their impressive performances both the Dryers and Brooks' will be given Whitman Publishing Company's Champions' and Runners-up Award of a 13-day Goren Caribbean Cruise, which sets sail in January, 1966.

This was the first year that NIRA had conducted its annual bridge tournament in two steps. First, member firms conducted their own games locally. The high percentage scores in each of the eight NIRA Regions were compared—the highest pair winning the right to take part in the finals in Chicago. Some 2,273 employees and members of their families took part in these local games.

In two NIRA Regions participation was heavy enough to qualify two pairs for all-expense participation in the final matches. All 20 pairs were the guests of NIRA and the tournament while in Chicago.

R. Fred Canaday, of General Motors, Detroit, served as tournament chairman for the event. Vincent O. Remey, a noted bridge authority, was director of the tournament in both the preliminary and final matches.

Battle of wits ensues on first afternoon of the event. Tourney quarters seemed like the quietest spot in Chicago.



AL STANDINGS—NATIONAL USTRIAL BRIDGE TOURNEY

ion	Name	Company
	Elmer J. Dryer	North American Aviation
	Judith A. Dryer	Downey, Calif.
	Dorsey W. Brooks	Fisher Body Div., GMC
	Zerrene Brooks	Detroit, Mich.
	John E. Mourning	Honeywell, Inc.
	Dennis V. Lobben	Minneapolis, Minn.
	Robert Hallock	Olin Mathieson Chem. Corp.
	Richard Lewis	New Haven, Conn.
	Walter B. Howerton	Sandia Corp.
	Barbara Howerton	Albuquerque, N.M.
	Norman Fisher	Canadian Kodak Co.
	Peter Sands	Toronto, Ont.
	Marguerite Brown	Owens-Illinois
	Helen Yetter	Toledo, Ohio
	William S. Patrick	Martin Co.
	Penny Patrick	Orlando, Fla.
	Charles Trimbach	Delco Products, Div. GMC
	Letha Trimbach	Dayton, Ohio
	Linda Bickel	Miles Laboratories, Inc.
	Emily Wilhelm	Elkhart, Ind.

Industrial Anglers Set for NIRA's 1965 Postal Fishing Event in May

Industrial employees from all over the U.S. will be going into the rivers and streams of the country this month in search of the fish that will win high honors in NIRA's 1965 Postal Fishing Tournament.

All employees of NIRA member firms are eligible for the tournament.

According to John Zervas, of the American Fishing Tackle Manufacturers Association, which co-sponsors the event annually with NIRA, company anglers don't have to land whopper-sized deep sea fish to win the tournament.

In fact, John Sharp, of General Motors of Canada, won the 1964 event with an 11 lb. 3 oz. brook trout that netted him 771.5 tournament points—a new record for the NIRA-sponsored event.

The biggest salt water fish in last year's event—a whopping 50 lb. striped bass—only earned 687 tournament points by comparison.

In the 1965 event, an industrial angler need only catch a fish in any of 35 approved species that compares more favorably to the world record catch in that particular species than any of the other catches do to the world record in their species.

Tournament administrators were also quick to point out that although John Sharp broke all previous NIRA fishing tournament records (by scoring 771.5 tournament points out of a possible 1,000), 1965's anglers need not top that figure to win honors.

In 1962 Helen Worman took first place with 534 points—with a fish only half the size of the world's record in the Pacific sailfish class. Depending on the competition, it is theoretically possible for someone with such a low point score to win the tournament in 1965.

In each species/category, the world's record fish is rated at a possible 1,000 points, and the NIRA tournament catches are simply compared with these records—hence the point system.

There are no changes at all in the rules of the tournament for 1965. As in 1964, the tournament will be held during each of the months of May, June and July, and awards will be made monthly as well as tournament competition.

Awards will also be given in 35 fresh- and salt-water species/categories listed in the official NIRA tournament brochure. The Shakespeare Co. will award merchandise prizes to the salt- and fresh-water winners in each month as well as to the NIRA recreation director with the largest percentage of participation among the employees of his firm.

The Grand National Champion of the 1965 fishing tournament will be sent on an expense-paid fishing trip to Northern Manitou Island in Lake Michigan. Manitou, in the center of the island, is one of the best small-mouth bass lakes in the nation.

Contestants in the fishing event compete on their own time, record their prize catches on an entry form verified by their company recreation director, and send it to NIRA headquarters for judging.

Entry forms must reach NIRA no later than the 15th of the month following the catch with a final deadline for the tournament of August 15.



RA-NIRA Set to Announce 65 Rifle and Pistol Awards

en as you read this (early in May,), Navy Department shooting ex- are busy scoring the registered s submitted by employees of NIRA ber firms who participated in the Rifle and Pistol Tournament dur- January, February, March and April of this year.



ORTH

The tournament is for individual shooters and teams, and 1965 marked the seventh consecutive year of growth for the tournament.

The winners of 965 event will be announced at the rds Banquet at the National Confer- of NIRA in Milwaukee this month. klin Orth, executive vice president, onal Rifle Association, which co- sors the annual event with NIRA, be on hand in Milwaukee to announce the winners and make the presentation of awards to recreation directors representing the team and individual shooters.

NRA annually presents trophies—beautiful silver bowls—to the team and individual winners in the event. The trophy/participant ratio in the tournament is one for each 15 shooters in both the rifle and pistol divisions.

In addition, NRA and NIRA arrange special prize trips for the top individual rifle and pistol shooters. In 1965 NIRA's top pistolman will again receive expenses to shoot in the National Matches at Camp Perry, O.

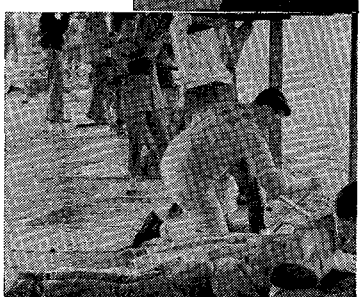
NIRA's top rifleman will receive a prize hunting trip to hunt European Wild Boar at the Black Boar Ranch, in Montour, Iowa, this fall. Last year's top rifle bagged a mountain lion at the D-I Ranch, Motoqua, Utah, in February.

Last year's team event winners were: Rifle—Zeppelin Goodyear Rifle Club, Akron, O. and Pistol—Astro Pistol Club, San Diego, Calif.—the pistol club of General Dynamics/Astronautics.



Arlo and Larry Hinegardner show off prime specimen of the European Black Boar that stalk their wooded ranch near Montour, Iowa. NIRA's 1965 rifle champ—whose name will be announced this month—will be the guest of the Hinegardners for a three day expense-paid hunt.







SHOOTING OUGHT TO BE PART OF YOUR PROGRAM!

All of your employees, regardless of sex or age, can participate in shooting sports.

It's easy to sponsor an industrial shooting program. The National Rifle Association has complete information on organizing, setting up matches, planning a range, teaching and certifying instructors. In short, NRA affiliation provides everything you need for a successful activity.

Shooting fun is further heightened by NRA Qualification Awards for varied rifle and pistol scores and through friendly, competitive matches and leagues.

Since it is so easy and so rewarding to make shooting a part of your program, why not send for complete information—Today! A note or card to the address below will bring you details.

Mail This Coupon For Quick Service

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1600 Rhode Island Ave., N.W.
Washington, D.C. 20036

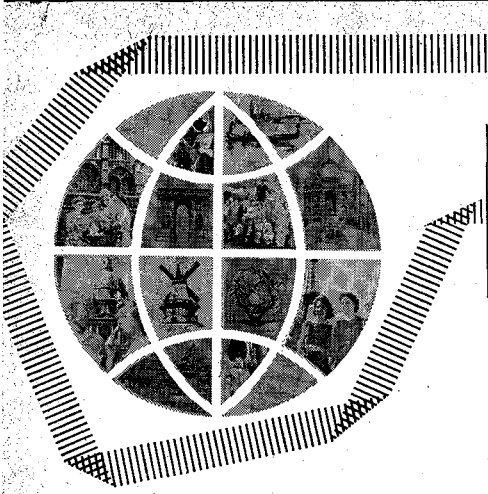
Please send me your free packet of information.

NAME_____ AGE_____

ADDRESS_____

CITY_____ STATE_____

Dept. 28



LET'S TALK TRAVEL

NEWS AND VIEWS ABOUT ORGANIZING AND RUNNING EMPLOYEE GROUP TRAVEL ACTIVITIES, INCLUDING SHORT AND EXTENDED TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF INT

Don't Overlook Easy to Organize Services for Traveling Families at Your Fir

Group travel as a *bona fide* activity run by the industrial recreation director, is relatively new. Even newer, is a movement among NIRA members to develop services for individual employee travelers and their families.

After all, the vast majority of American tourists and vacationers still travel in family groups by auto. As a matter of fact, surveys conducted by Goodyear's research department showed that travel by auto comprises 92.5 per cent of all vacation travel in the U.S., and that such travel is growing at a rate of about 8 per cent per year.

There are a number of things which recreation directors can do easily to give employees a hand with their vacation travel preparations. For example, you might put together a checklist of essential tasks to be accomplished before the family heads out—practical but sometimes forgotten items such as arranging for mail pick-up; stopping paper and milk deliveries; setting an automatic timer to turn lights on and off, etc.

You might publish a list of sources which help individual families plan their itineraries: for example, Humble Touring Service, Box 760, Chicago, 60690; Texaco Touring Bureau, 332 S. Michigan Ave., Chicago 60604; Mobil Oil Co., P. O. Box 2238, Central Station, Kansas City—these are but a few.

Rand McNally publishes an excellent Campground Guide ($2.95) with a particularly good Canadian section. Camping enthusiasts at your com might find this and other publica in your travel library helpful planning trips.

Many NIRA firms maintain a pany "travel rack." This consists simple rack which the recreation d tor keeps filled with travel broch Employees are asked to rate the they choose for vacations, and on basis of their recommendations, the reation director writes to the res hotels, and travel agents for materia

In companies which have an a travel club, this service could e be performed by a specially appoi committee—which would screen brochures and perform the mechan work involved in keeping the rack plied.

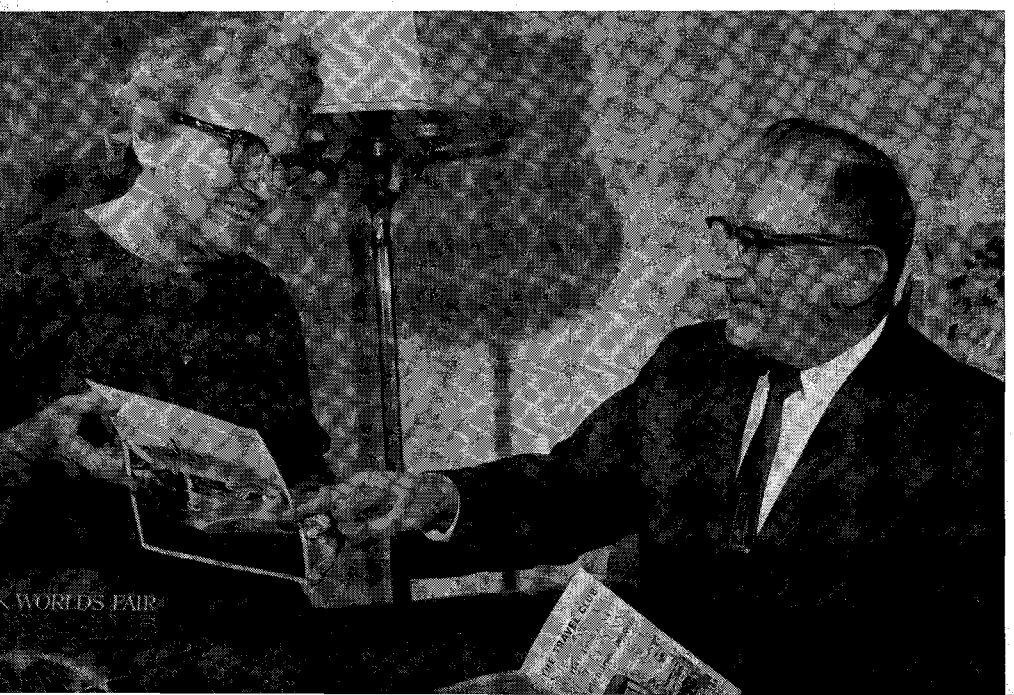
One company which is active in viding individual travel services fo employees is the Travelers Insura Company, Hartford, Conn.

The Travelers employs approxima 7,800 persons in its home office al Employees live both in the city in surrounding communities. Many these communities have a year-ro recreation program and plenty of cilities, but some do not.

The company's recreation and sonnel staff promote a vacation prog on the theme: "Be an Informed V tion Traveler." A "Travel Month" c mittee was set up, and every work during April a program featuring tain states and countries is run. schedule of featured subjects is du cated and distributed to all employe

News stories were placed in

Most American tourists still travel in family groups by auto. Goodyear, a firm in the know, claims more than 90 per cent of all vacation travel in fact is by car. An assist from the recreation department for the harried travelers would be a much appreciated gesture.



rate newspaper, outlining the pro- and presenting the schedule. This to create and maintain good em- interest in the entire program.
ters requesting travel folders, posters, 35mm slides, 16mm and other materials are sent to chambers of commerce, tourist and opment commissions, and state commissioners, European national t offices and airline companies.
ployee travelers with a passing iency in photography are en- ged to bring their slides so ex- nces can be shared by all.
e Travel Month program is divided seven phases:

ding Rack Distribution.

l brochure and related travel ma- s are placed in four reading racks ed in areas of maximum utilization ghout the company. Each rack is tuated by a large, multicolored dis- panel which features the names of featured each day, and the slogan vel—Your Venture to New Hori- for Leisure Time." Approximately 00 pieces of literature from fifty s and sixteen European countries distributed during the twenty-one working days in April.

Noon-Hour Movies.

Sixteen millimeter films provided by state and European government agencies are shown in the auditorium during the noon lunch period. Each film coincides with the area featured on that day, or within a reasonable proximity. A continuous showing provides all employees an opportunity to take advantage of this phase of the program.

Automatic Slide Projection.

An automatic, rear projection, slide machine is placed in the main serving area of the employees' restaurant. Slides obtained from employees and government agencies are shown continuously so individuals waiting in line can view at least one complete sequence of slides which are coordinated with the areas featured. All slide headings are composed and produced by the public information and advertising section.

Special Menu Feature.

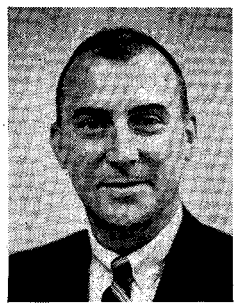
The Food services section contributes to the program by presenting special menu and food varieties to coincide with areas featured. Menus are attractively decorated and feature such delicacies as: Minnesota rice, chicken California, Romany eggs, Belgian carrots, Maine sardines, and many additional palate-tantalizing foods.

Special Displays.

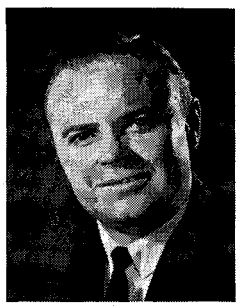
A special display of Maine seafoods and frozen fish produces is presented

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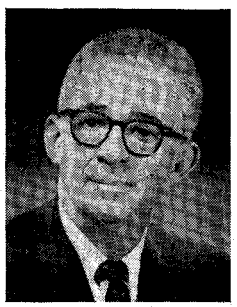
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et ASK Mr. FOSTER'S Trio of Experts in Group Travel

As knowledgeable a threesome of experts as you'll ever see, these gentlemen are spotted in strategic offices of our nationwide chain. They know all the angles; they can show groups of all kinds, of all sizes, the way to whopping savings. Backstopping them are a dozen others with insight in the same specialty; and to wrap it all up, ASK Mr. FOSTER has a tie with one of the largest sales incentive companies in America. So, whatever the size of your group, whatever destination you prefer, let us serve you soon.

SEND FOR FREE BOOKLETS Ready soon: ASK Mr. FOSTER booklets on Group Travel, Incentive Travel.

ASK Mr. FOSTER

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Vacations (cont.) . . .

during New England week by the food services section. Large cardboard figures accentuate the displays which were obtained from the Sea Industries publicity department. National costumes of Europe are displayed on mannequins amidst a background of posters and brochures of the area.

Poster Utilization.

The many picturesque and colorful posters received are mounted on a firm backing and placed at the entrance of the auditorium and at the base of the slide projector. After program use, the posters are given to the employees' restaurant and are used to enhance the dining areas and serve as a reminder of the many exciting adventures awaiting through travel.

Library Reference Shelf.

Copies of every travel brochure and map received are compiled into a reference library. The material is placed on a reference shelf in the library where it is accessible to anyone who desires the service.

The success of the program course, is an unknown quantity. ployee interest, on the other han high.

Brochure materials last only a hours on the racks; at travelogue ses attendance is better than at re movies; telephone inquiries involve stantial secretarial time, and praise the program is effusive.

The Travelers program was in an to an obvious need. Many people themselves in a minor twit as sum approaches and the decision of w to go and what to do comes on.

The Travelers found that even pe who traveled extensively were conf about such things as cost factors; to get maps, brochures, and fare formation; and how and when to r reservations, and so forth.

The company was also concerned it had not been providing recrea services for that annual two- or th week period when employees spend of their time and a lot of their mo on leisure activities.

In addition, the company is vit interested in encouraging vacation terest. It is stimulating and healt for the employees, and a change scenery once a year is no deterrent to performance.

Another company with a strong terest in providing travel services to ployees and their families traveling auto is the Pittsburgh Plate Glass Co

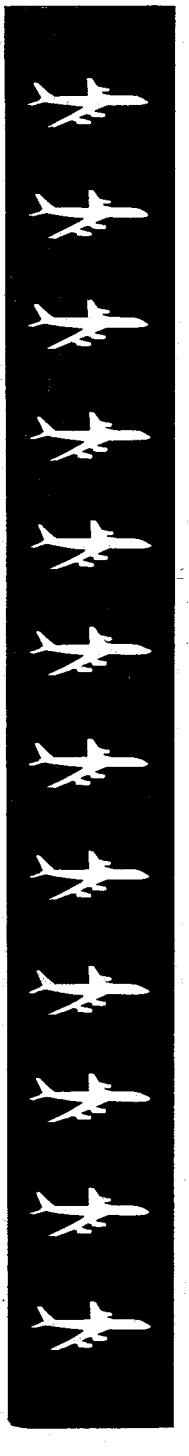
PPG's approach is admittedly rat unique. The company issues ID cards all employees who join the firm's ployee travel club. That card op doors to fine accommodations at res and recreation centers all over the U and Canada.

PPG has "account relationships" w a great many travel-oriented firms in U.S. and it uses its mass bargain power to get lower rates for vacation employees.

Among the firms cooperating in PPG venture are Holiday Inns, Hil Hotels and Inns, Avis Rent-A-Car, a several other large resorts and lodges.

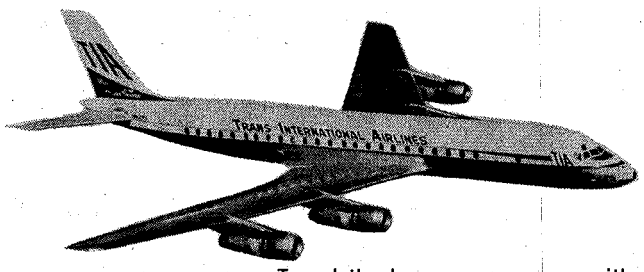
All savings, of course, go to the Pl employees, and neither the company n anyone else gets a commission on the rangements. The travel firms for th part are happy to have the extra bu ness.

The PPG and Travelers recreation rectors feel that they have, through t travel and vacation service, broaden the horizons, captured the imaginatio and contributed to the intelligent use vacation leisure time by employees.



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ar Is Major avel Deterrent

cording to Charles Gillett, Presi- of the National Association of l Organizations, *fear* is one of the reasons many people do not .

ople are afraid, he says, to plan a on at a resort because they're not hey have the right clothes to wear. hers dread staying in a hotel, be- they are unsure about how much . Still others avoid visiting famous rants because they feel the menu t be in a foreign language which wouldn't be able to read.

llett didn't mention them, but are fears more serious than any hese. Though air travel, for ex- e, is statistically safer than walking e corner drug store, many people an almost superstitious dread about g. For another example, a fear of g mugged reportedly was a major r in deterring attendance at the York World's Fair.

illett says that movies and TV a major role in frightening people t travel, by depicting the ordinary traveler in situations in which he is baffled or humiliated by wandering into a place where he doesn't belong.

He also says that the very people who live on tourist dollars deter prospective customers by projecting such an image of "swank" that many people are actually intimidated instead of encouraged.

Many first time travelers, Gillett says, are put off by complicated time-tables, the mechanism for making advance hotel reservations, and other details.

Confusion about the role of a travel agent, and a genuine fear of being "taken" deter many people from seeking professional counsel.

Travel *is* a broadening and worthwhile experience for those who have the time and means to pursue it. And with more and more Americans having the wherewithall, the nation's recreation consultants have their work cut out for them.



With the vacation season fast approaching, many NIRA member firms are seeking ways of aiding individual employees and their families in their quest for a couple of weeks of summer fun.

Hilton lets ou in on the welve secrets hat put unshine and parkle in roup travel lans

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Virgin Isle Hilton, St. Thomas, U.S. V.I. High on a hill with fabulous views of the islands and sea. Swimming pool. Tennis courts. Free-port shops.

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Trinidad Hilton, Port-of-Spain. The upside-down hotel, overlooking Port-of-Spain and the sea. Two swimming pools. Tennis and golf available.

Acapulco Hilton, Mexico. Right on the beach, with acres of tropical gardens. Huge swimming pool with island-restaurant and night club.

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POSITIONS AVAILABLE

We are looking for an Employee Activities Administrator, a candidate with a B.S. degree who has had considerable experience in coordinating corporate recreation activities. The responsibilities of the job include the guiding of corporate policy in the areas of employee recognition programs, community fund drives, and employee services. Maximum starting salary in the area of $11,000.
Box #131—RECREATION MANAGEMENT

POSITIONS WANTED

Choral and Musical Director. Woman seeks position in industrial organization recreation program in Southwest, Florida, or California. Presently not employed. Top training and references. $7,500 a year minimum.
Box #136—RECREATION MANAGEMENT

Young man with degree in physical education and English from St. John's University seeks position as recreation director in industry. Experience in city and school recreation. Married, five children. Salary, $10,000.
Box #135—RECREATION MANAGEMENT

Man with great variety of experience in sports, sports writing, and industrial recreation, including ten years with an American firm in Saudi Arabia, seeks new state-side position as industrial recreation director. Bachelor's degree in physical education and social science. Married, 1 child. Salary, $10,000.
Box #134—RECREATION MANAGEMENT

Young man soon to have master's in recreation seeks position as director or assistant in employee activities. Married, no children. Acceptable salary, $6,000-7,000.
Box #133—RECREATION MANAGEMENT

Man with Master's in recreation leadership from the University of Minnesota and 15 years experience in military and municipal recreation administration seeks new position in industry. Married, 3 children. Salary, $10,000.
Box #132—RECREATION MANAGEMENT

Young man soon to have master's in recreation from Colorado State seeks position on staff of industrial recreation department. Married, one child. Salary, $7,000.
Box #127—RECREATION MANAGEMENT

Recreation administrator with Y.M.C.A. and colleges (possesses industrial employment) seeks responsible position in industrial employees activities or recreation promotion. Ed. D. from Columbia University expected in June. Background includes tourism and extensive athletic participation. Age 36, married, 1 child. Salary, location open. Immediate availability.
Box #124—RECREATION MANAGEMENT

Man with experience as military special services officer now seeks position as industrial recreation director. Married, two children. Salary, open.
Box #116—RECREATION MANAGEMENT

Man with master's in recreation and 21 experience as military special services seeks administrative recreation/personn industry. Married, no children. Salary, up.
Box #114—RECREATION MANAGEM

Young man with master's in recreation Indiana U. seeks position as director sistant of company recreation program. experience with municipal recreation ties. Single. Salary, open.
Box #112—RECREATION MANAGEM

Young man with ten years experience dustrial recreation seeks new work in sonnel and/or recreation. Married, children. Salary, upwards of $8,000.
Box #111—RECREATION MANAGEM

Young man with more than ten years perience in industrial personnel/recre work seeks new position in industry. ried, 3 children. Salary, $8,500.
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AMERICAN EXPRESS R-5

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2nd Industrial Parks Issue

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INCLUDING A LOOK AT SOME OF THE FINEST EMPLOYEE PARKS IN THE NATION

* * * *

ALSO, THE COMPLETE WRAP-UP STORY OF THE MILWAUKEE CONFERENCE OF NIRA

ADIRONDACK

The Bat with the MOST on the BALL

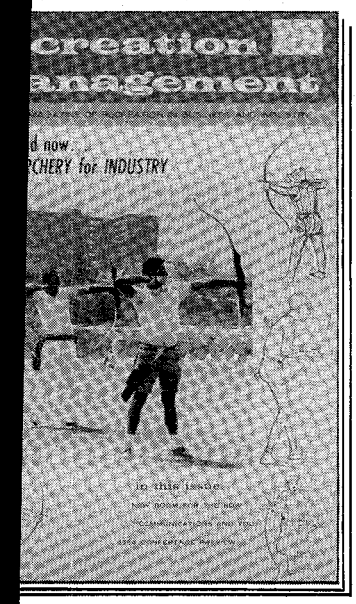
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SERVICES for MEMBERS of NIRA



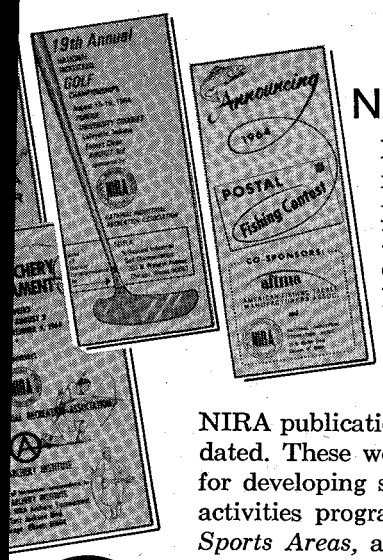
RECREATION MANAGEMENT

Published ten times yearly, R/M is the only national magazine exclusively devoted to coverage of the employee activities field. Each issue has a specific theme, such as "Group Travel," "Spring Sports," "Employee Hobby Clubs," "Winter Sports," or "Bowling." Reports on timely subjects are included, and the *NIRA Newsletter, Idea Clinic, Tournament Topics,* and *Let's Talk Travel* sections appear as regular features. Profiles of individual company programs, an annual *Buyers Guide, Membership Directory, Conference Proceedings,* placement ads, and other features make it the industrial recreation administrator's handbook.

CONFERENCES

Annually, NIRA conducts local, regional, and national meetings for its members. At the National Conference, manufacturers of employee recreation products and services set up exhibits to show industrial activities administrators how to improve their programs. Perhaps more significant are the specialized seminars, workshops, round tables and the like, where the attendants get the opportunity to thrash out individual employee recreation problems, as well as get new insights into the organization, administration, and day-to-day operation of the recreation program.

NATIONAL NIRA CONFERENCE AND EXHIBIT



NATIONAL TOURNAMENTS

Each year NIRA members are invited to participate in one or all of the association's eight national tournaments. NIRA currently hosts and/or co-sponsors nationwide industrial championships in Bowling, Rifle, Pistol, Fishing, Bridge, Archery, Golf, and Deer Trophy events. Most of the tournaments are run on a "postal" basis (i.e., through the mail). These events can help stimulate interest in company programs through prize and trophy incentives offered by NIRA. An employee of your firm could be a national champion.

PUBLICATIONS

NIRA publications are constantly being produced and updated. These works describe the step-by-step procedures for developing specialized activities within the employee activities program. These publications include *Standard Sports Areas,* a NIRA-copyrighted book which contains the playing-area specifications for 70 major indoor and outdoor sports and their variations; *Let's Play Cards; Golf for Industry; How to Set Up Tournaments,* and others, included as a membership service.



CERTIFIED INDUSTRIAL RECREATION CIRA VISTRATOR

PROFESSIONAL SOCIETY

The Certified Industrial Recreation Administrator program gives recognition to the industrial recreation director as a professional. "CIRA" is a designation which singles out the achievements of individuals who run their company's employee activities and marks them as well qualified to administer the recreation program. Similar to certification in other professional organizations, the CIRA program is administered by the National Industrial Recreation Association and is open to *any* qualified man or woman.

MS AWARD PROGRAM

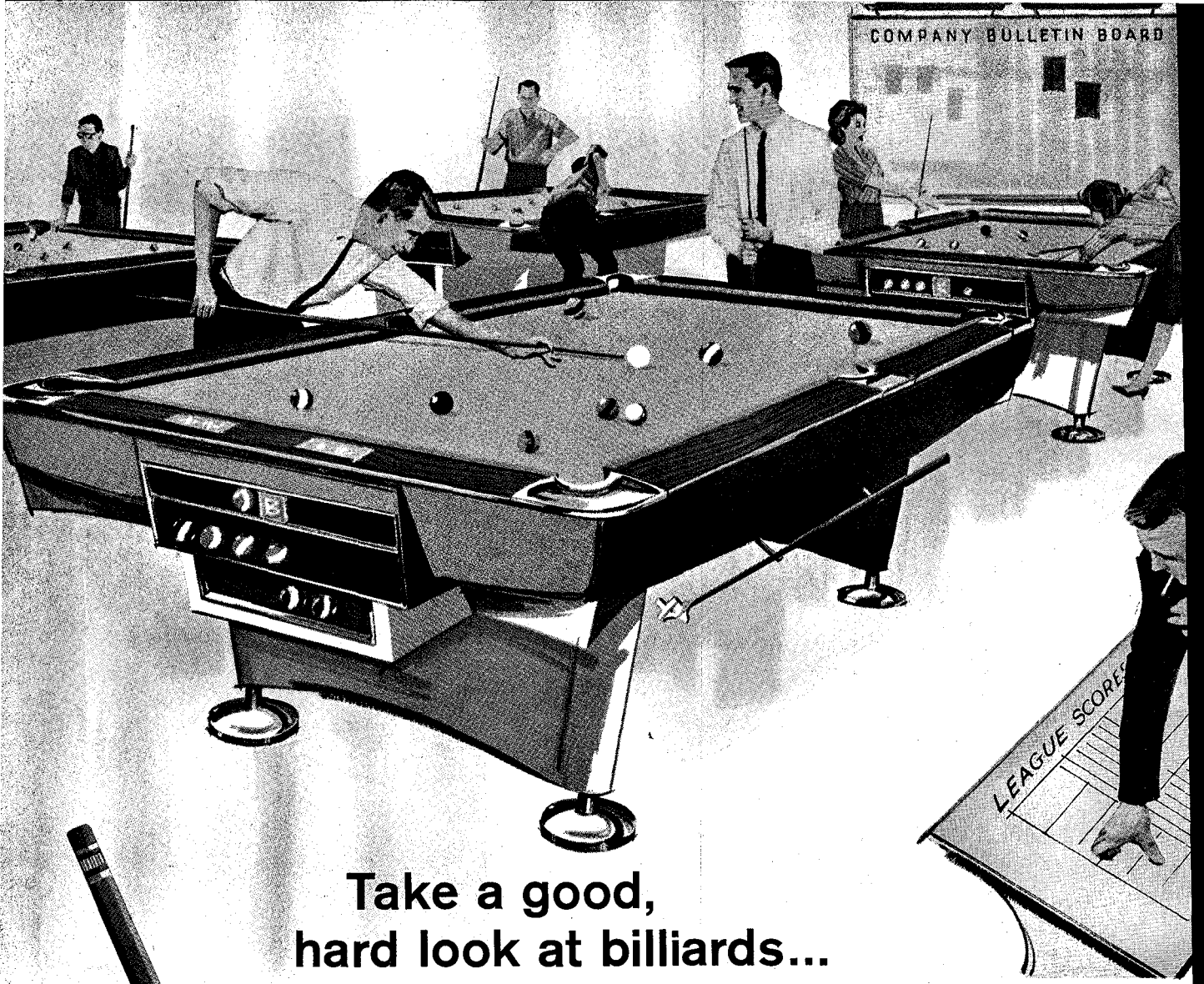
The Helms Industrial Recreation Award is given yearly by NIRA to the five member firms whose contributions to the field of industrial recreation have been most significant during the year. A panel of specialists in the field of recreation serve as judges of the nominated firms. The award is the highest which a company can win through excel- the field of industrial recreation.

PRESIDENT'S BULLETIN

Periodically, NIRA sends members special reports on association programs and projects. Called *The President's Bulletin* these mailings also include program aids, rule books, film guides, reprints of articles about NIRA from non-association publications, and other miscellaneous materials which are of value to the recreation administrator.

OTHER SERVICES

NIRA provides, in addition to the specific services already named, the special counsel of its staff and advisory committee; a complete reference library of useful materials, research reports, and club constitutions; a confidential placement service; its own research arm—The National Industrial Recreation Research and Educational Foundation, and the NIRA Travel Council to assist with employee group travel programs. Perhaps most significantly, NIRA provides what *only* an association can—a forum for the free exchange of ideas among the members of one's profession.



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NIRA President, 1965-66
Goodyear Tire & Rubber Co.
Akron, Ohio

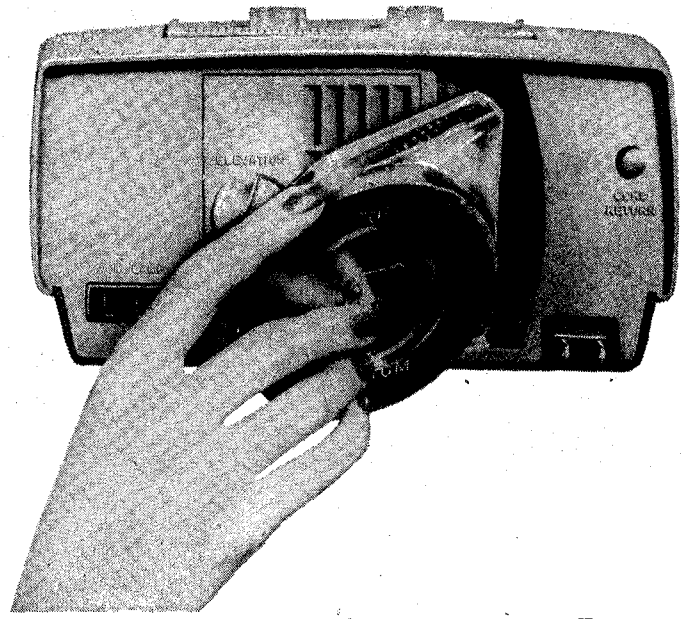
GOODYEAR

A LOOK AT INDUSTRIAL PARKS
MILWAUKEE CONFERENCE REPORT

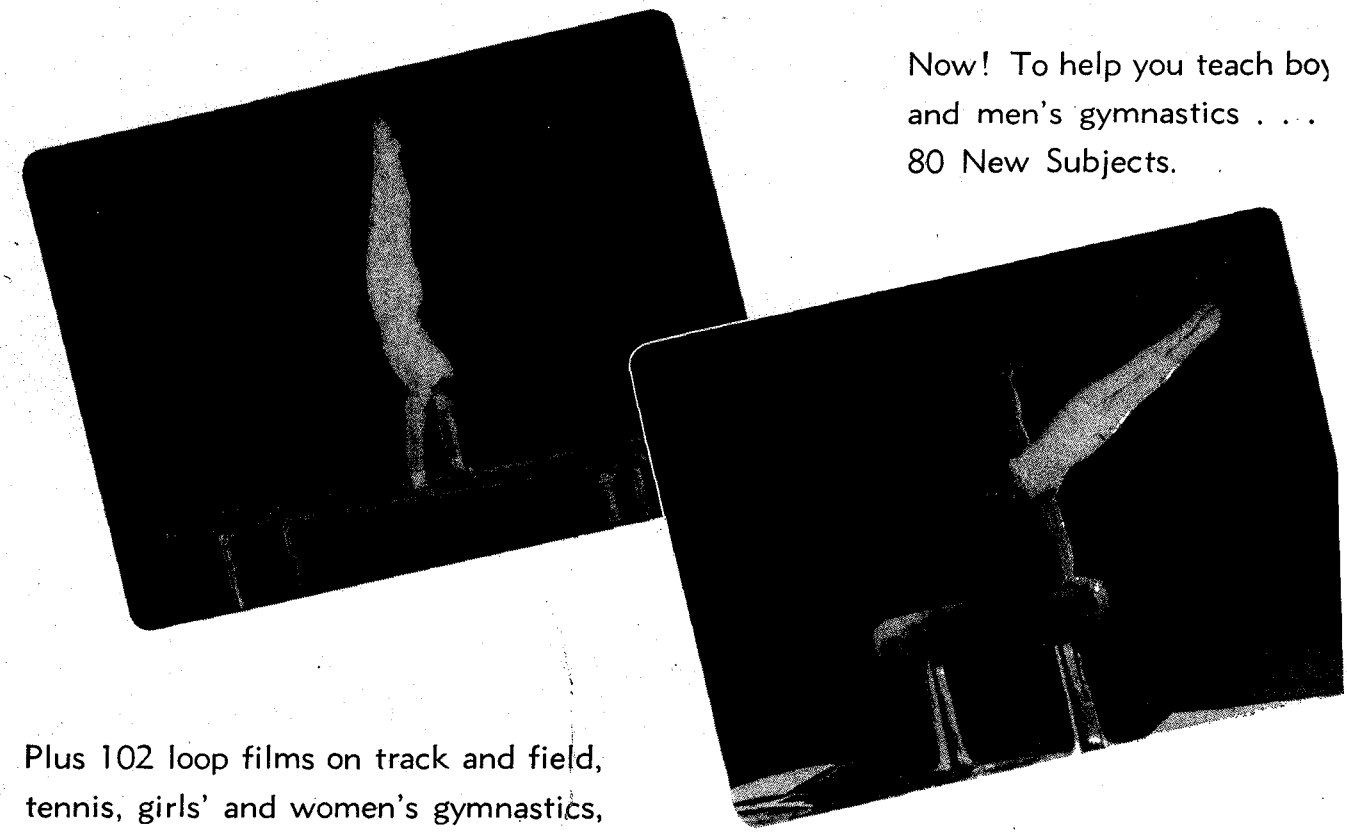
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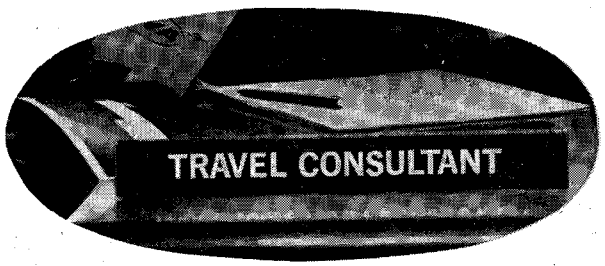
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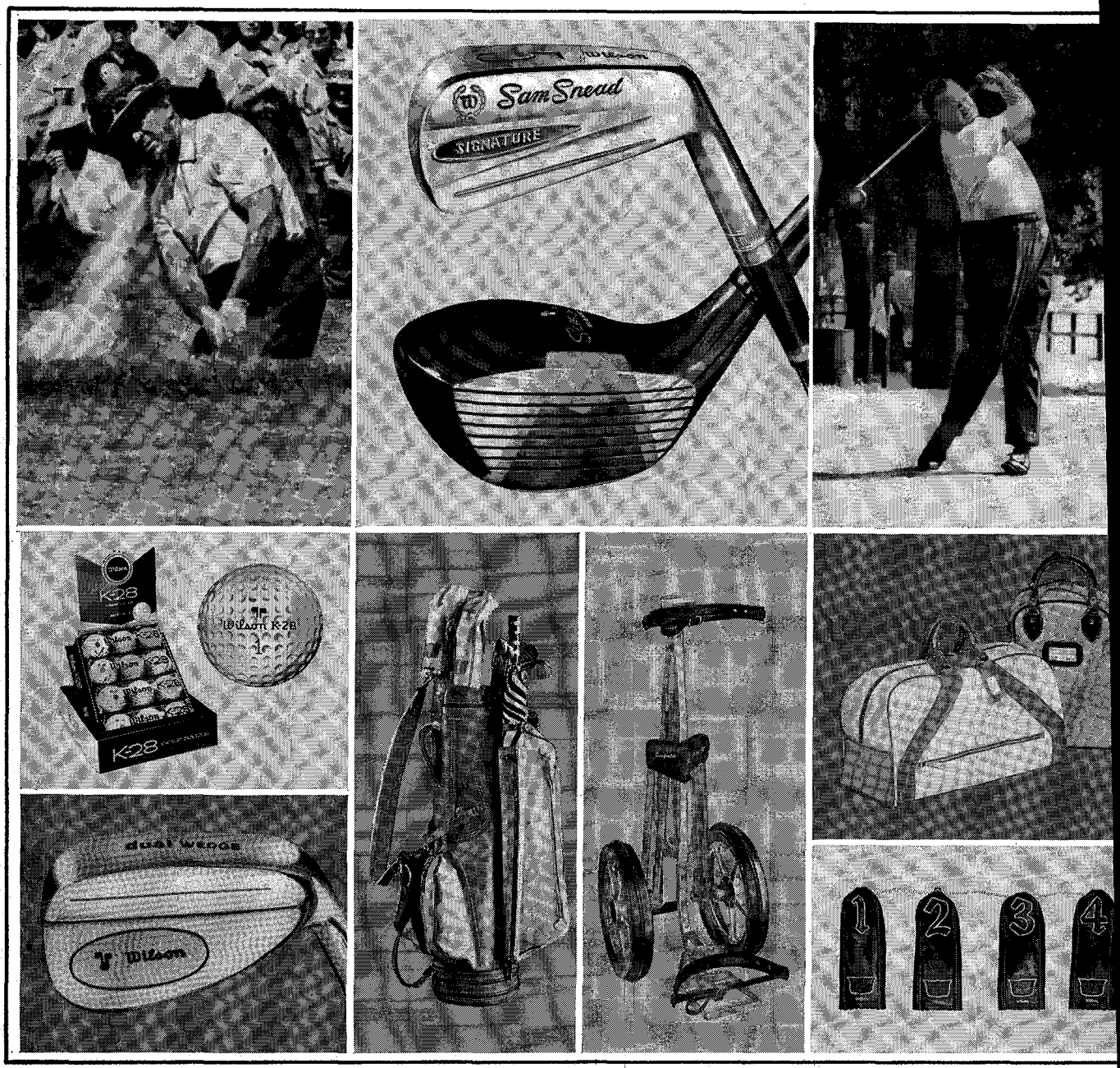
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JUNE-JULY 1965
Volume 8, Number 5



R/M's cover this month pays tribute to Goodyear's C. E. "Chuck" Bloedorn, NIRA's new chief executive.

Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Published by the National Industrial Recreation Association.
20 N. Wacker Drive, Chicago, Ill. 60606 Ph: AN 3-6697

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signs of the times...

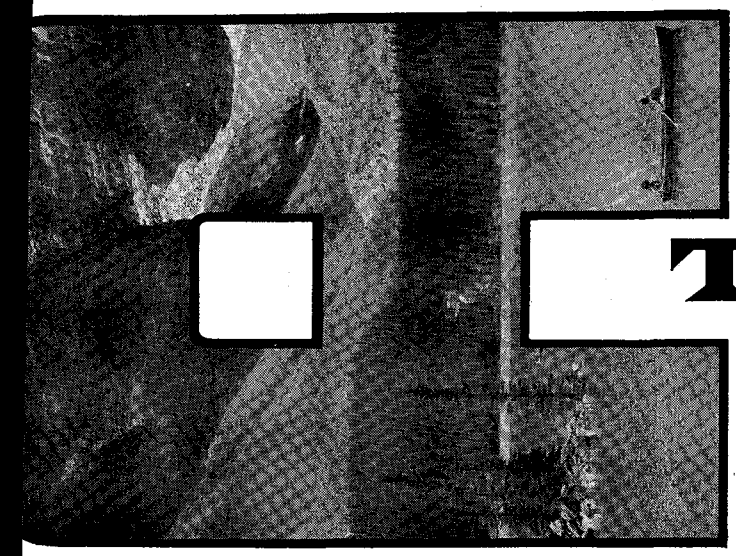
HOW'S YOUR INSURANCE? In Newark, N.J., Workmen's Compensation Court Judge Kathryn G. Surgrue ruled that the New Jersey Turnpike Authority derived a "certain amount of benefit" from Maintenance Man Richard Marshall's service as a player on the Authority's softball team. Judge Surgrue therefore awarded Marshall's widow and four children $38,130.04 in compensation for the fatal "on-the-job" heart attack he suffered while playing a softball game last summer.

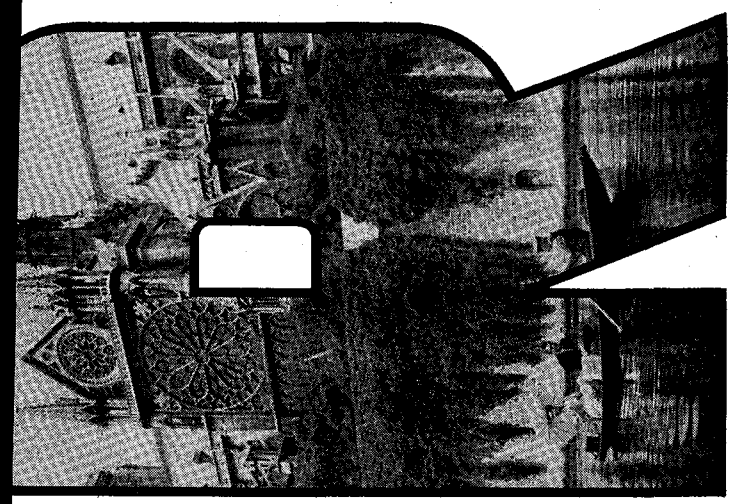
EASING THE IMPACT OF LENGTHENING VACATIONS. Employers are huntin new ways of easing the impact of lengthening vacations. Some pus year-round vacation scheduling. Shell Oil tries to get one-twelf of its employees to take time off each month. Delta Airlines encourages its offices to get vacations on a 12-month basis. The are reports some firms offer extra days of vacation to entice workers to take spring and winter vacations. A small Illinois company will drop staggered vacations this year in favor of closi for two weeks. Longer vacations force more employers to hire ext help. Inland Steel took on 1,300 men for summer maintenance work because of the drop in its regular labor force.

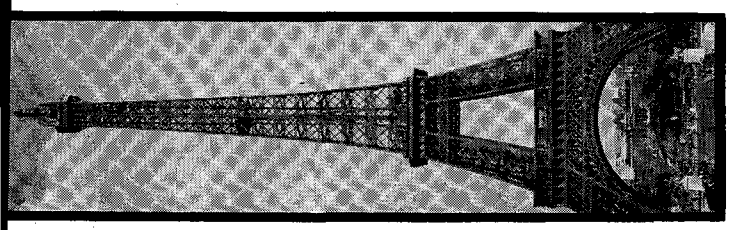
U.S. ADDICTED TO THE WRONG SPORTS? According to Dr. Hans Kraus, a noted specialist in back ailments, America may be addicted to the wrong sports. In a new book about backaches, tension, and stress, Dr. Kraus says our most popular sports are among the worst you could play, including that old bone cruncher, football, as well as Little League baseball. Swimming, calistnenics, gymnastics, hiking, running, and bicycling are best. If you are in good condition, he says, it's safe to try skiing, tennis, and rowing.

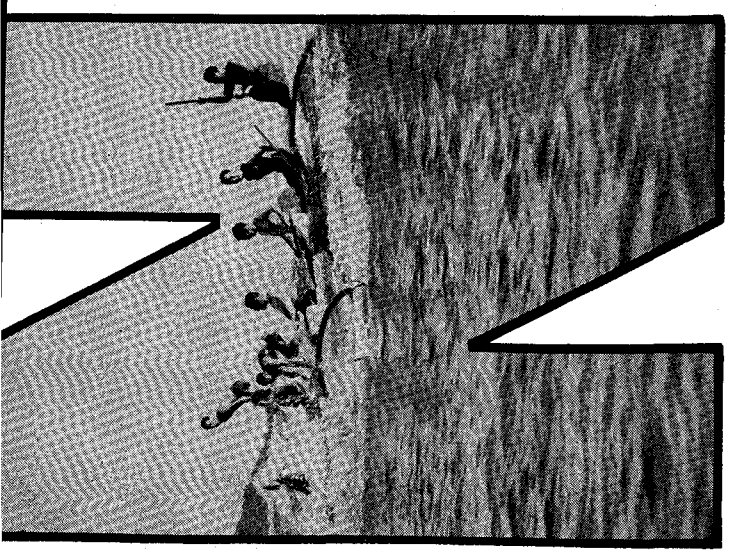
"GRADUAL RETIREMENT": A NEW TREND. According to a recent item in The Wall Street Journal, some government people are encouraging companies to experiment with "gradual retirement" when an employee nears the end of a career. Experiments include shorter work days and weeks, and longer vacations. Gradual retirement proposals usually call for reducing work over three to five years prior to quitting. The idea is to help accustom a worker to more leisure a reduced income, eliminating the jolt that's usual at 65. An employer also gets the chance to groom a successor while the experienced man is still around. A few companies, including Prentic Hall and Wrigley, already have such retirement programs. The auto workers union sought one last summer, but settled instead for an early retirement plan.

RECREATION APPRECIATED IN INSURANCE FIRMS. Unlike some other so-called "white-collar" industries, the insurance world as a whole has been quick to spot the value of recreation to their own employees. This is apparently due, at least in part, to the "actuarial pluses" of happy, fit employees, but whatever the cause, you get the impression that insurance firms will be among the strongest advocates of more and more recreation from this point on. The new president of The Travelers, Sterling Tooker, in his first report to shareholders made that point. "I would like to suggest," he said, "that we have only begun to comprehend the need for leadership in research into man's total environment. We need to know a great deal more about the emotional and physical stresses of urban living, and the role of recreation and culture in giving meaning to our longer life span."









TRAVEL Council

AT YOUR SERVICE FOR BETTER EMPLOYEE TOURS

NIRA's Travel Council, founded in 1957 to give guidelines and to develop aids for companies interested in employee group travel, now includes the following leading firms:

TOUR OPERATORS
Alpha International
American Express Co.
American-International Tours & Travel
Ask Mr. Foster
Happiness Incorporated
KKS International
Overseas Travel Co.
SanMar Tours, Inc.
Travelpower, Inc.
Unitours, Inc.

CARRIERS
Air France
Air India
American Airlines
Bonanza Airlines
French Line
Irish International Airlines
KLM Royal Dutch Airlines
Sabena Belgian World Airlines
Swissair
Trans International Airlines
Trans World Airlines

HOTELS & ALLIED GROUPS
Edgewater Gulf Hotel
Hilton Hotels Corp.
Hotel Corp. of America
N.Y. Convention & Visitors Bureau
Sheraton Corp. of America

Send to the Travel Council for any of the following employee travel program aids:

Clip out and send to: NIRA Travel Council, 20 N. Wacker, Chicago 60606

- ☐ Starting an Employee Travel Club
- ☐ Sample Employee Travel Club Constitution
- ☐ Air Transportation and Land Arrangements Check List
- ☐ Services for Families Who Travel by Auto

Gentlemen:
Please send me the information I have checked.

Name_____

Title_____

Company_____

Address_____

City_____ State_____ ZIP_____



One of the Scovill recreation staff's proudest accomplishments at Woodtick is the impressive increase in participation among employee's young attending the summer day camp. Participation jumped from 900 to 1,300 Scovill children in the past year. A $6 fee per week covers shirts and h milk, transportation, and enough ice cream to keep any kid happy. Scoville mom's call Woodtick an attractive "fringe benefit."

Scovill Scores Out-of-doors

A stream meanders through the Connecticut hills, four miles outside Waterbury, and suddenly the trees on its banks part, as it shapes itself into a wide reservoir, 139 acres big. At the other end, a massive concrete spillway sheds water into a lower and much smaller "lake"—three and a half acres of cooling delight to any kid in summer.

On one bank of the lower lake stretches a 400 foot strip of sandy beach. Further back, behind and alongside three acres of lawn, the tree line hides scores of picnic tables and fireplaces, in addition to children's seesaws, swings, a merry-go-round, and other playground paraphernalia.

To this spot, known to the employees of Scovill Mfg. Co. simply as "Woodtick," come thousands of men, women, and children, for a day of exercise and relaxation when the weather permits.

Significantly, the number of Scovill families who have been coming to Woodtick has been growing. So impressive, in fact, have been Woodtick's participation increases of late that they were largely responsible for the company's winning the Helms Industrial Recreation Award in the category of NIRA firms with 1,000 to 5,000 employees.

In making the presentation to Fred Wilson, manager of Scovill's employee activities program, NIRA President Bloedorn noted that swimming participation at Woodtick had increased from 23,000 to 32,000 last year—an impressive 36 per cent gain—and that fishing increased from 3,950 to 4,550—or about 15 per cent.

Another Woodtick activity that scored impressive g last year was the children's day camp program, a prog that had been going on for some 20 years in one form another. From 1963 to 1964, however, participation jum from 900 to 1,300 Scovill youngsters. A $6 fee per w covers the cost of shirts and hats, milk twice daily, tr portation to the park, ice cream in the afternoon, and camp facilities and equipment. The kids can sign up o weekly basis, or go all summer. The program is a "bre even" proposition, according to Wilson.

Like many another company's recreation program, Wo tick probably sprang from Scovill's prior manufactur needs. The firm is a manufacturer of a string of varied m products, as well as home appliances, and the reservoir built initially to serve the company's need for water. All present day swimming and fishing—and the park itsel were just the natural outgrowth of having a land and wa base for the recreation program.

A popular feature of the park program is the departmen outing, which the company apparently prefers to an all-pl event. Often the employee will bring his family along, t mom and the kids loose in the general recreation area, wh he goes to the park's 100 by 40 foot pavilion for the seri business of the outing.

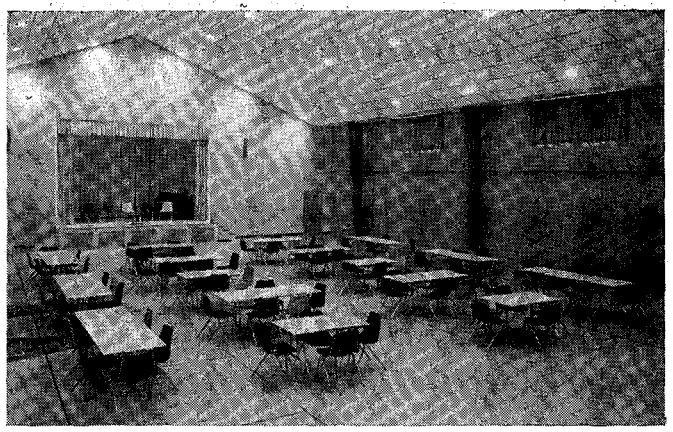
Many fishermen follow the same procedure, dropping

You're looking at Scovill's three-and-one-half-acre swimming lake in peak season. View is from spillway. In the upper left corner of photo is a massi concrete spillway which holds back the 139 acres of a much larger lake. The upper body of water is used for Scovill's manufacturing needs, but it doub as a prime fishing spot for Scovill employees and as the site of periodic father and son fishing contests.





ll's Fred Wilson, at rostrum, accepts Helms Award (Class B) from President Bloedorn at Milwaukee Conference in May.



Woodtick park will play important role in paying off construction loan of Scovill's new recreation center near plant.

at the beach, while they continue through the woods to upper reservoir for a couple of hours of casting for trout bass. The company regularly stocks the upper reservoir. e of the fishermen prefer the lower lake, where fishing is permitted before and after the lake is opened to swim-s. The fish, as any conservationist will tell you, have a nsing effect on the waters at Woodtick.

n a secluded area of the park there is a six-port rifle range Scovill's avid rod and gun club members, and in another of the park and employees can plant a plot of ground with r favorite vegetables.

ast year, the employees' club (Scovill Employees Recrea- Association) constructed a new bathhouse at Woodtick eplace the circa 1780 barn which had been renovated and l for the past 20 years. The new building serves in a dual acity—first, of course, as a bathhouse; and secondly, the ketroom portion serves as a movie, music, or craft house the six- and seven-year-olds during inclement weather.

n all, the park is able to accommodate about 2,500 people y, and the 350-slot parking area is apparently adequate all but the biggest occasions.

Among the recent highlights of the Scovill recreation pro-m in which Woodtick plays an indirect role, was the ding of a new recreation center near the plant. An old ding used by S.E.R.A. had to be torn down to make room expansion of manufacturing facilities. In anticipation of n an occurrence, the S.E.R.A. board had long before estab-ed a building fund, so that they started almost immedi-y to scout around for means to build a new facility. A con-ction firm became interested in the project and submitted d.

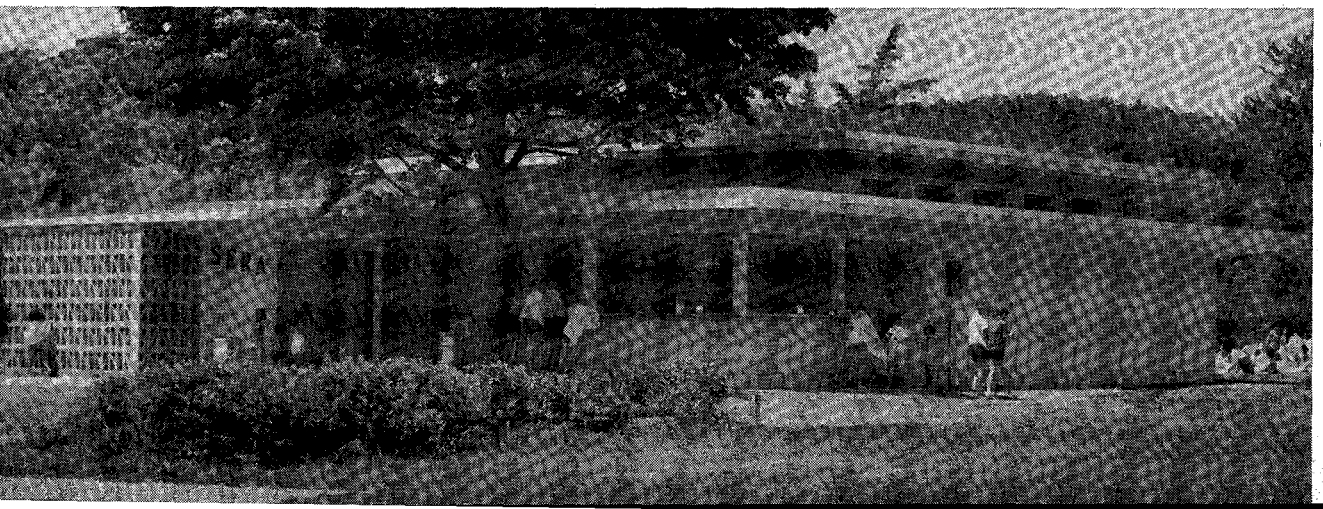
S.E.R.A. officials put together a package and took it up to "mohogany row." The club offered to put up the building at no cost to the company, if Scovill would deed the necessary land to the association at no cost and endorse the bank loan for the balance on the building, to be paid by the association within ten years. Management agreed, the construction crews moved in, and today the new center is a reality.

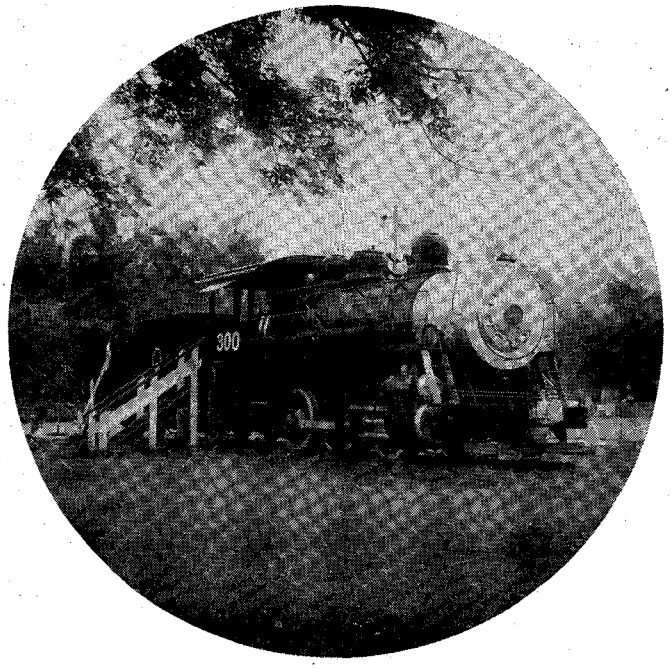
Woodtick will play an important role in paying off that bank loan. In addition to vending and food services income, admissions of 15¢ for children and 25¢ for adults will contribute substantially to the building fund. The 50¢ rental on boats will also help. The fact that there's anything left over for expansion after operating costs are paid is a tribute to the fiscal soundness of S.E.R.A., which is faced with annual overhead costs that include park maintenance, purchase of new equipment to replace worn picnic tables, grills, and the like, and the salaries of twenty-six employees during some seasons of the year.

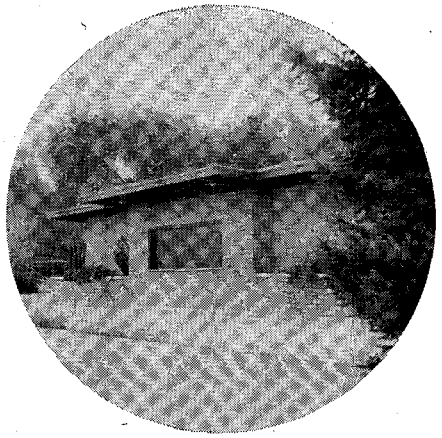
All 4,000 Scovill employees at Waterbury are members of the employee association, just by virtue of being employed by the firm. There are no dues. There are, however, three separately incorporated groups to which employees may also belong, including a rod and gun club, a girls' club, and a foremens' club. The groups have their own governing body and their members pay dues.

As summer comes on, many a Scovill mom looks forward to the day when she can "farm out" the kids at Woodtick, while she goes shopping downtown. There's probably no better reason for installing an employee park. Unless it's the day they hold the big Father and Son Fishing Contest at Woodtick. Then you can farm out the old man, too.

is the S.E.R.A.'s new bathhouse at Woodtick. It doubles as a snack shop for young swimmers, and its basketroom portion is used as a movie, music, raft house for day campers. Income from snacks and admission fees at Woodtick help pay maintenance costs and salaries of Scovill's recreation staff.







Left: "Old 300", a retired 75-ton engine, is now used for the excl
enjoyment of U.S. Steel youngsters at the Geneva Works. Above: Pa
the as-yet uncompleted recreation building planned for the GRA p

GRA Park

"Like a Dream Come True..."

You can find Provo, Utah, in the middle of the state, about 40 miles down the pike from Salt Lake City and tucked up on the east shore of Utah Lake. That's where U.S. Steel operates its Geneva Works, and where Lawrence Young runs the Geneva Recreation Association for the employees who man the rolling mills at Provo.

Take the enthusiasm for good fellowship which seems to be natural to the people of these parts and add a smooth functioning and financially sound employee club and what do you get? According to Larry Young, whose title with GRA is "business manager," you get an employee recreation park —sooner or later.

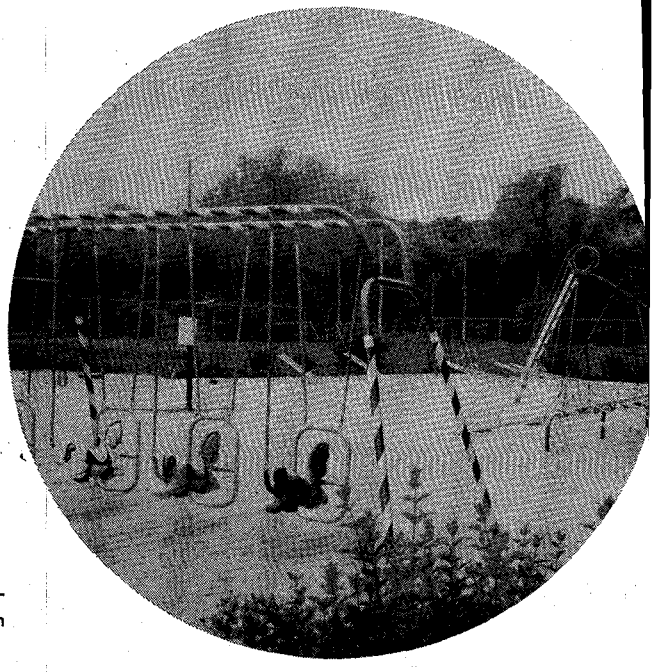
"This place," says Larry, "is kind of like a dream come true for U.S. Steel folks in this area.

"For years we used an old church building to hold our group events—like square dancing, socials, and hobby shows. But it just wasn't big enough to do the job. And for the big events, like picnics and children's parties, we had to go out and rent a hall or go to a public park anyway."

The new park, according to Young, is just the thing to bring together the dues-paying members of his association, which, if you count family members, now numbers about 20,000 souls. The association's board of directors, for their part, are hopeful that the park will spur membership growth in the club, since employment at U.S. Steel doesn't bring automatic membership.

The special features of the new "center" range from
natural amphitheatre to a children's playground to a win
skating facility. There's plenty of shade area, spotted w
numerous tables and picnic ovens, and three covered
vilions handling groups of up to 300 each.

A big event at the park recently was the installing of "O
300," a 75-ton engine that used to chug around the pla
and which was retired to the park for the exclusive use



One of the outstanding features of the GRA park is its excellent playground facilities, which make it attractive to employees with children when GRA holds group events.

mployees' children. The engine got a fresh coat of paint a new set of steps, and was soon swarmed over by scores ppreciative youngsters.

ther facilities at the park include a softball diamond, is courts, an archery range, horseshoe pits, and plenty of y play area for games and fun. The 12-acre park also a beautiful, bubbling, clear water creek running through ain parts. The lawned areas are complete with sprinkling ms for dry weather.

irectors of the association began looking for a place to d the park some eight years ago. Prime prospect was the e of a local judge. It had the proper acreage, a likely in, and was accessible to the homes of all employees. he GRA paid $18,000 for the land, with most of the ey coming from proceeds of candy, soft drink and rette machines at the Geneva Works. Today GRA values property at upwards of $100,000.

olunteers played, and continue to play, an important part he development of the park. Working on their own time out pay, they cleared sites, razed buildings, planted trees grass, and carved paths and roads. U.S. Steel manage- t helped out by supplying some of the tools and equip- t essential to the operation.

he recreation center building which the GRA is now nning will be a rather costly addition to the park and at present time it is the only portion of the park not com- ed. The association officials and Young insist on operat- on a "cash basis only" for expansion and development, hat it may take a long time to raise the necessary funds completion of the building.

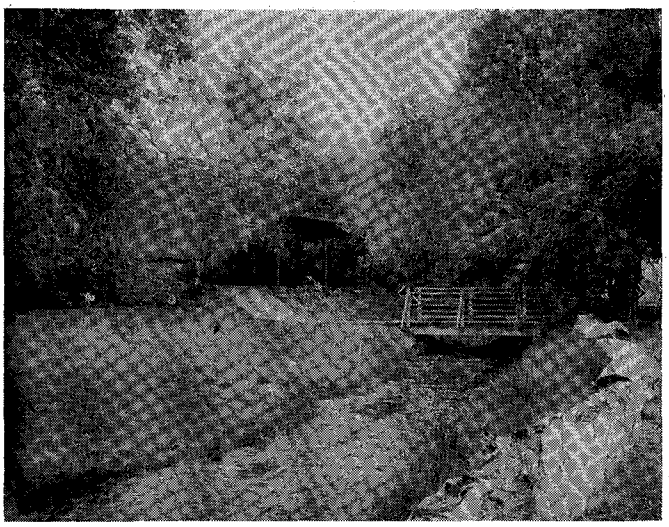
When finished, however, the building will be able to ac- mmodate large-scale indoor activities such as bowling, mming, basketball, dining and dancing.

he GRA is a separately incorporated not-for-profit or- ization at the Geneva Works. Even so, there are no full- e employees of the association. Two recreation students at local university are employed at the park as caretakers l activity supervisors, a rather ingenious use of available nt. Other officers and directors have other full time jobs h U.S. Steel.

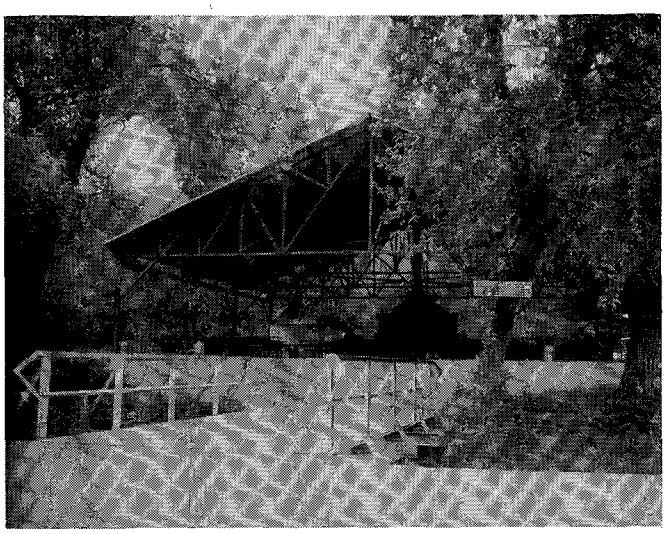
What it all proves is that where there's the will to recreate, re's a way.

re are three pavilions in U.S. Steel's park at Provo, each capable of dling crowds of about 300. The clear water brook which runs past each ilion enhances the park's pastoral qualities.





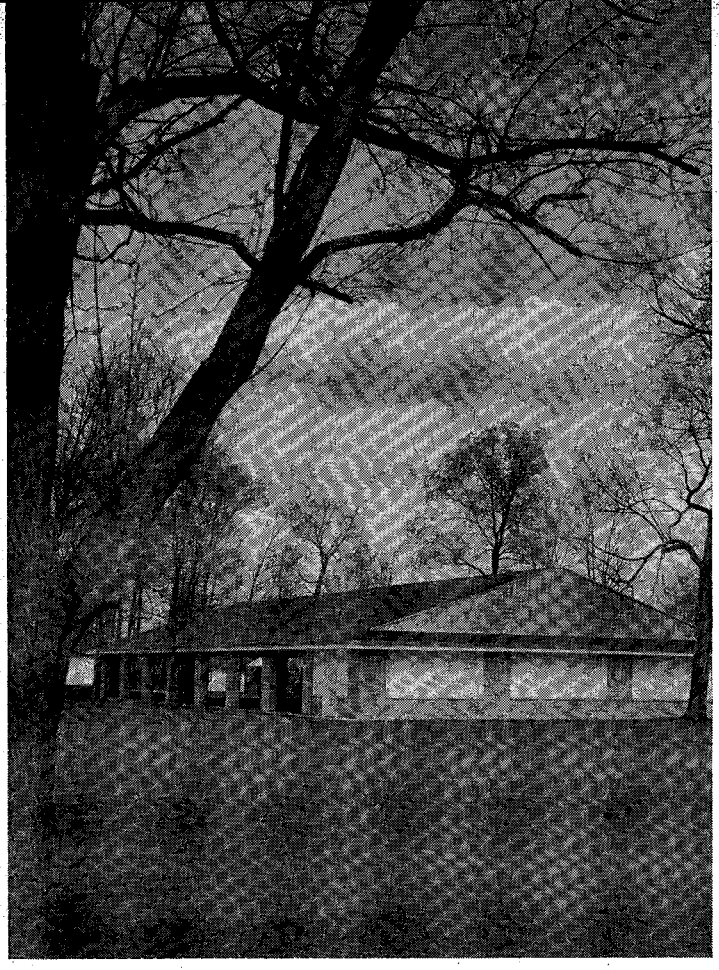
As is true with other firms' parks, volunteers at U.S. Steel played the major role in the development of the GRA recreation area.

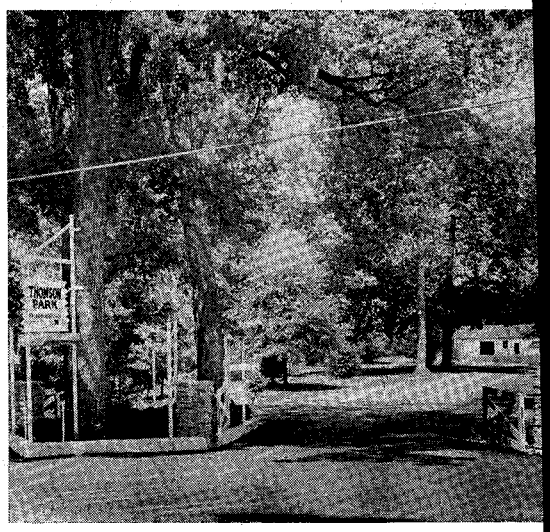


Working on their own time, without pay, they razed old buildings, planted trees and grass, and carved paths and roads.



Sports facilities at the park include a softball diamond, tennis courts, an archery range, horseshoe pits, and a winter skating area. GRA paid $18,000 for the land, now values the park and facilities at upwards of $100,000, thus proving its worth as an investment.



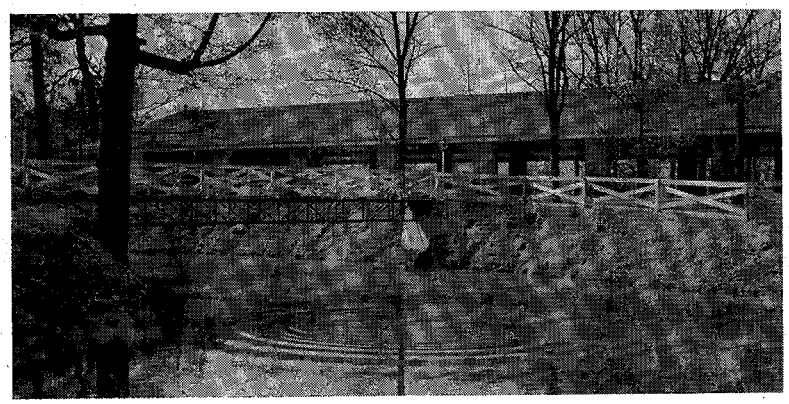


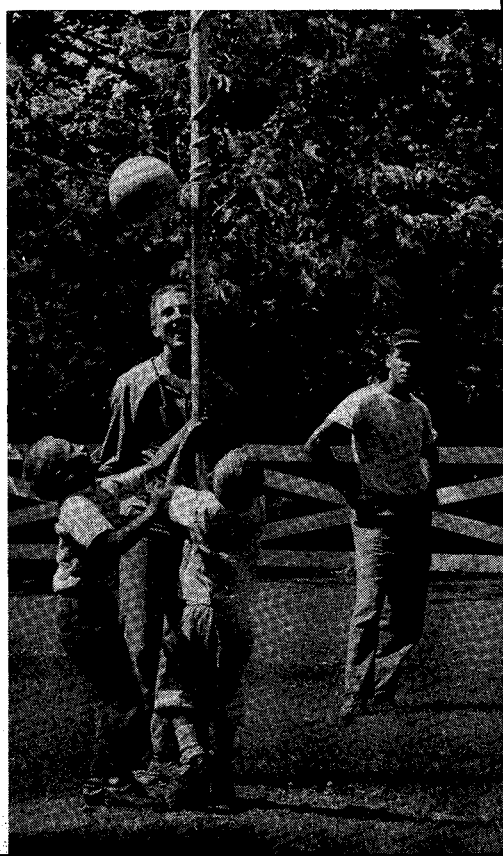


A 25-year-old, 60-acre tract in Southern Ohio . . .

Where Champion People Play







homson Park—which the participants in NIRA's 20th Annual Golf Championships will see on the eve of the nament this August—is one of the outstanding employee ation parks in Southern Ohio. This 60-acre tract of land aintained by Champion Papers, Inc., Ohio Division, at ilton, O., for its employees.

he park season in that part of the U.S. is at its best the first of May through the end of September. Over-ttendance at Thomson Park has been increasing every since the park was first opened during the early 1940's. year during the summer months, a record 97,440 people ed through the park gates for recreational events of one or another.

hat's a fairly impressive figure, considering Champion loys fewer than 10,000 in Hamilton. In addition to em-ees, of course, all the members of their families—plus guest family—are entitled to use the park on any given throughout the year. The gates of Thomson Park are opened wide to Hamilton community groups on Wed-day nights.

The variety of activities among Champion employees ld seem to justify the expense of a private park. Gar-l Munz, supervisor of employee activities for the com-y, says there are several dozen organized employee ac-ies in all, including such park-oriented programs as ball, rifle and pistol shooting, archery, fishing, basketball, ping, as well as youth sports, such as baseball and basket-.

The employees are also active in such non-outdoor, non-athletic activities as coin-collecting, card playing, and "socializing," and *all* organized activities at Champion find their headquarters at Thomson Park. Hardly a day goes by that one of the activities doesn't require employees to be out at the park—either in the planning or participation stages of the program.

There are four main shelter houses at Thomson Park. In addition, there is a large screened-in pavilion, two lodges, and four cabins for family groups' use on weekends. Family picnicking is possible at any time—weather permitting. The park also is used by the employees for service club banquets and an annual activities banquet.

Despite the growing flood of users, park facilities to date are ample for employees' use. Recreation facilities include a shuffleboard court, a badminton area, a miniature golf course, horseshoe courts, volleyball and basketball courts, ball diamonds, tether ball courts, kiddie slides, merry-go-rounds and slides, and plenty of open space for park visitors.

In addition, the employee rifle, pistol, and archery ranges are located on the park grounds. One of the most used facilities is the 18-hole miniature golf course, which was installed about five years ago.

The park supervisor lives on the premises and has full responsibility for maintaining the park and its facilities.

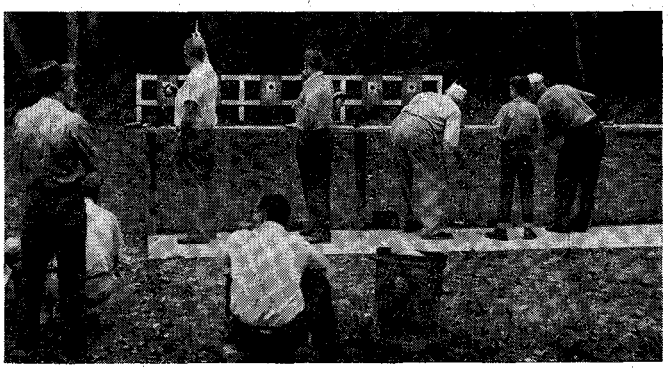
Volunteer workers are responsible for much of what has been achieved at Thomson Park. Picnic tables are among the facilities built with volunteer help. Recently, the employees volunteered to construct a new concession stand and install bleachers at one of the two ball diamonds at the park. A formal request was made to Champion's management, requesting that the company provide the materials for the project. In the space of six weeks the project was completed.

Facilities at the park are constantly being expanded or improved. During the past winter maintenance crews cut out several dead trees, remodeled a lodge, and installed lights on one of the ball diamonds.

All employee clubs and activities at Champion are organized into an overall Champion Employee Activities Association, and are governed by a board of control consisting of an elected representative of each activity. Also serving on the board is a management liaison representative, three representatives from the Industrial Relations Department, and four at-large representatives from various plant departments at Champion.

Lots of U.S. companies turned to recreation during the 1940's to help buck up their employees' war-saddened spirits. Whether or not that was Champion's motivation in starting Thomson Park, management there has long since been convinced of the value of the park as a permanent addition to the firm's employee services portfolio.



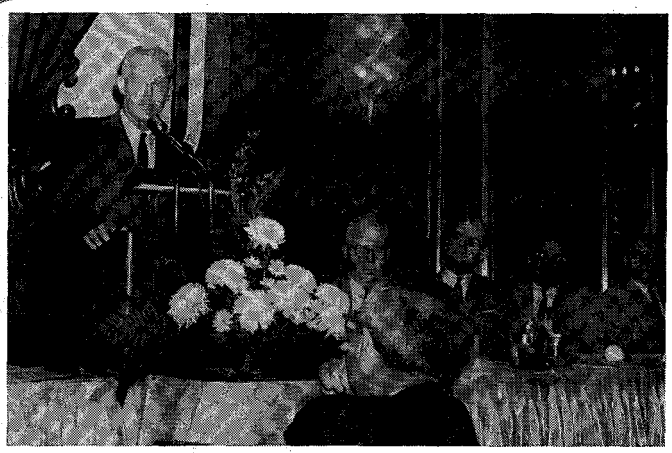


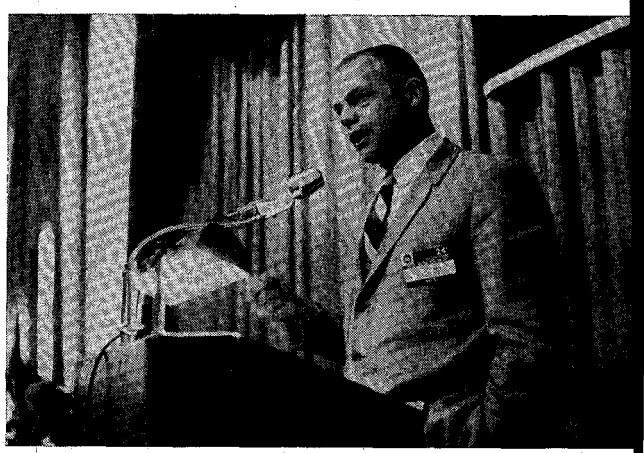
nes from Thomson Park: (Clockwise from top left, page 12). 1. The main ilion at Thomson Park is the spot where the employee activities club ds banquets and other major outings. All organized activities in which mpion employees participate find their headquarters at the park. 2. gates of Thomson Park saw some 97,000 souls pass through last year—ressive figures considering Champion employs fewer than 10,000 ple in Hamilton Employees' families—plus guest families—accounted the 87,000 differential, which represents a sizeable increase over ndance during the previous year. 3. Carnival games and equipment t a part of the park's permanent recreation fixtures) were brought in help Champion employees celebrate a recent opening day at Thomson k. 4. Tetherball (the variation of the game where a large inflated ber ball is substituted for the usual tennis-type ball and where hands used in place of paddles or racquets) is popular among employees d their children at Champion. 5. Fishing events, particularly for the ls, are held periodically in the "crick" that runs through the grounds hind the main pavilion. 6. Thomson Park's sports facilities include large ssy areas which can serve a variety of recreational needs, including volleyball, badminton, and tetherball courts. More permanent sports as include softball diamonds and a miniature golf course. (Page 13, t) A patient Champion mother organizes children's contest at recent nic at the park. Like most firms fortunate enough to have park facili-s, Champion places high priority in programs for the kids. (Page 13, ht) In an isolated area of the park, employees interested in target oting can practice basic skills on rifle and pistol range.

conference PHOTO REPORT



Center Panel: Key event of the
ference was the passing of the gavel from
NIRA administration to another. Here Frank D
Lockheed Aircraft Corp., relinquishes his stewardship to the
president, Chuck Bloedorn, Goodyear Tire & Rubber Co. Severely cro
panels show (extreme left) Mary J. Best, Distillation Products, Inc., accepting H
Award, and (extreme right) Gordon Starr, left, University of Minnesota, and David Ch
Equitable Life Assurance Society of the United States, at luncheon head table.









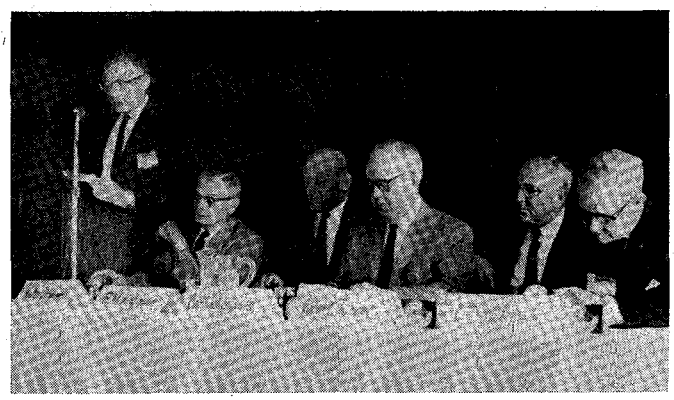
Top: One of the highlights of the Milwaukee Conference was the address by Bud Wilkinson, former Oklahoma coach who now heads up the Lifetime Sports Foundation. Next to him are (l to r) Carl Klandrud, Allis-Chalmers; Frank Baker, ABC; Andy Thon, Milwaukee County IRC, and Pat Feely, The Falk Corp. **Bottom:** Former NIRA President Ralph Isacksen, Seeburg Corp., right, presents gold watches to two other recent NIRA chief executives—Ed Mitchell, U. S. Steel, left, and Walter Dowswell, Motorola, Inc.

Top: The Milwaukee Conference had a strong physical fitness theme.
hand to help set the stage for the discussion of employee fitness proble
was Robert Stewart, President's Council on Physical Fitness. **Below:** C
Klandrud, Allis-Chalmers, left, former NIRA president who was chairman
the Milwaukee Conference, receives honorary membership in NIRA fr
Don Neer, association's executive director. Klandrud, who once coacl
Wisconsin Governor Knowles in high school football, retires this sumn





photo, above: Martha Daniell, Nationwide Insurance, draws names of ners in program for participants in NIRA membership drive from hop- held by President-Elect Larry Deal, Inland Mfg.; Frank Davis, Lockheed, Franklin Orth, National Rifle Association, look on. **Bottom photo,** ve: John Prendergast, John Jordan (former Notre Dame basketball ch), and P. J. McCarthy, all of Chicago Park District, line up with Art rad, Flick-Reedy Corp.; Bud Wilkinson, Lifetime Sports Foundation, and on" Mullins, former Notre Dame football great now with the Athletic tute. **Top photo,** below: E. Roddick-Roberts, right, gives verbal tour of erica's first city at booth of 13-time exhibitor, N. Y. Convention & Visi- Bureau. **Bottom photo, below:** Bill O'May, Flick-Reedy, left, and P. J. arthy, Chicago Park District, admire Northwestern Golf Co. line.





Top photo, above: Participants in special past-president's panel at conference included (l to r) John Leslie, 3M Co.; Walter Dowswell, Motorola; Ben Kozman, Thompson Ramo Wooldridge; Carl Klandrud, Allis-Chalmers; Robert Turner, West Point Mfg., and Ed Mitchell, U. S. Steel. **Bottom photo, above:** Fitness panel was chaired by Earl Schreiber, Timken Roller Bearing, at rostrum. Other participants (l to r) were Adolph Keifer, former Olympic swimming champion; Lloyd Smith, Gates Rubber Co., and Glenn Swengros, President's Council on Fitness. **Top photo, below:** Enzo Palmentola, left, and Jack Frietsch of K.K.S. International, first-time exhibitors at the Milwaukee Conference, prepare their group travel display. **Bottom, photo below:** Don Thompson, left, shows Lane Trophy Line to Ed Mitchell, U. S. Steel.

(continued next page)









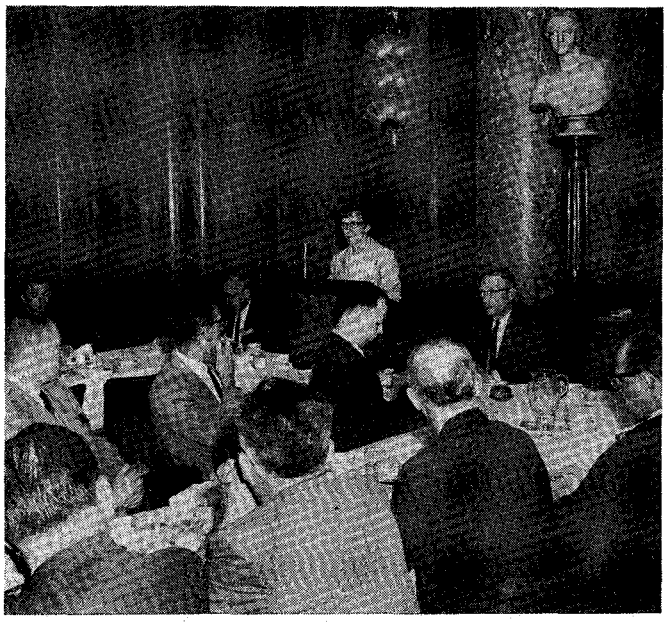
Conference PHOTO REPORT

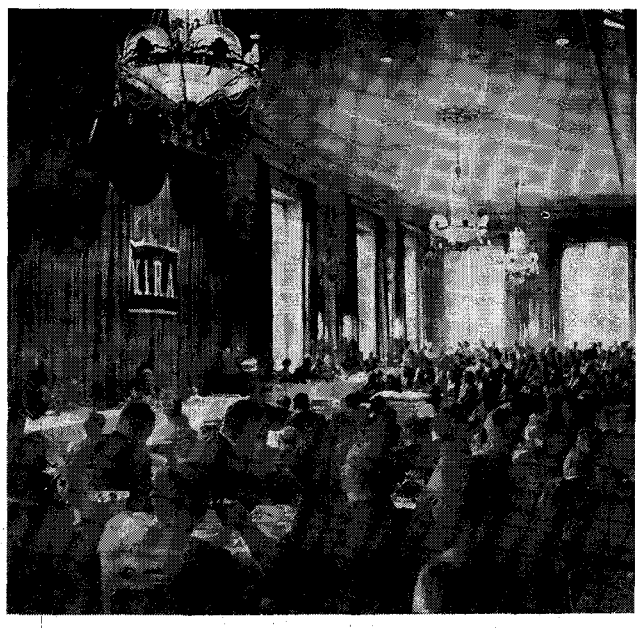






Above left: Perhaps more former NIRA presidents attended the Milwa Conference than any previous annual meeting. Among those present (standing l to r) former Chief Executives Bob Turner, West Point Mfg. Chuck Bloedorn, Goodyear Tire & Rubber Co.; Tom Croft, General namics/Fort Worth; John Leslie, Minnesota Mining & Manufacturing Ralph Isacksen, Seeburg Corp.; Ken Klingler, Consolidated Vaccuum C (Seated l to r) Carl Klandrud, Allis-Chalmers Mfg. Co.; Ed Mitchell, U Steel; Walter Dowswell, Motorola, Inc.; Frank Davis, Lockheed Air Corp., and Ben Kazman, Thompson Ramo Wooldridge. **Above right:** F Baker, Executive Secretary-Treasurer, American Bowling Congress, spe to delegates at luncheon session sponsored by his organization. At his r is conference chairman, Carl Klandrud, Allis-Chalmers. **Left:** Errant Ro flex produced illusion of miniaturizing the Schetter Family (Ed Schetter, left, is actually a strapping six footer), whose specialty is lecturing and forming on a physical fitness theme. Among those anxious for an introd tion was Sunny James, right, a physical therapist from 3M Co., whose w with that firm has reportedly saved thousands of dollars. **Below** Martha Daniell, Nationwide Insurance, chaired breakfast session of Ce fied Industrial Recreation Administrators. With her at head table is Harry D. Edgren, Purdue University, left, and John Leslie, 3M Co. **Be right:** Robert Stewart, Administrator, President's Council on Fitness, spe to delegates in ancient Schroeder Hotel banquet hall. Milwaukee meet came close, if in fact it did not surpass, attendance records of other c ferences. There were many "first timers" at the meeting.



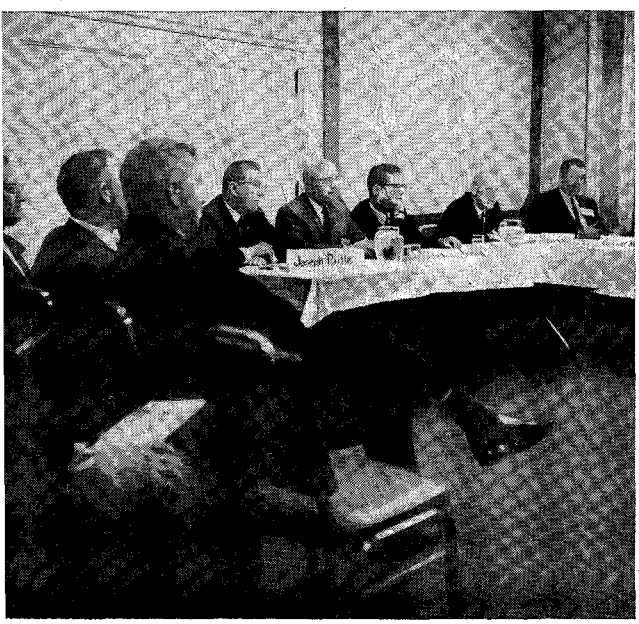






ve: NIRA Scholarship Chairman Warren Walgren, Hamm's Brewing Co., shows check which will finance James P. Negley (not in pix) to his first at Sacramento State College. In center is NIRA Research Director don Starr, University of Minnesota, and Frank Davis, Lockheed Aircraft, right. **Above right:** NIRA delegates talk with conference exhibitors in of the best-stocked exhibit halls in any NIRA national conference. In nearly 70 separate commercial firms and service organizations showed r wares at the Milwaukee meeting. Fields of best representation were rting goods, followed by group travel, with park and playground ipment running a close third. **Right:** Wives are an important part of a 's work, and therefore an important part of any NIRA conference. Mil- kee wives program included special teas, shopping trips, tours, and the , as well as many of the general sessions and basic conference features. e Mrs. Arthur Conrad, left, and Mrs. P. J. McCarthy rest up just prior to nual NIRA Banquet on last night of conference. **Below left:** Among the elists in brainstorming session for companies with 5,000 to 10,000 oloyees were (l to r, beginning fifth from right) Joseph Paille, Eastman dak Co.; George Novotny, North American Aviation; Hugh Knott, Delco ducts Div., GMC; Noble Johnson, Sandia Corp., and Garland Munz, ampion Papers, Inc. **Below right:** One of the outstanding events of the ference was the performance of the Allen-Bradley chorus and orchestra, e of the finest employee music groups in the nation. Performance was in 's private auditorium where employees can see a new show every dnesday noon. Director Tony Werth, black suit, conducts *a capella*.







NIRA — A PLAN FOR YOU, YOUR RECREATIO STAFF—OR FOR ALL EMPLOYEES



After more than a year in the planning, NIRA's board of directors ha approved the sponsorship of an important, new membership service – *a voluntary group life, accidental death, and dismemberment progra* — for members, their spouses and dependent children.

NIRA GROUP INSURANCE PROGRAM

Like many other associations, NIRA is continuously seeking to expand and improve its services for members. A little more than a year ago, the NIRA board of directors began examining the merits of offering a quality plan of insurance to its members.

Many plans were examined. A survey of members in late 1964 indicated that there was great interest among the members for this new service. Now, NIRA is pleased to announce that a group life insurance plan, underwritten by Continental Assurance Co., Chicago, has been set into operation.

The Advantage of Group Insurance.

Group insurance is almost always a bargain. Comparable coverage on an individual basis usually costs as much as 60 per cent more. NIRA's major advantage over an individual seeking coverage is its "mass bargaining power" resulting in an attractive low rate.

Because of the large number of people involved, medical requirements are lenient. There is no medical examination required for the NIRA plan, and all applications will be considered on the basis of information contained thereon.

What Makes the NIRA Plan Unique?

There's an outstanding feature that makes this program unique among voluntary group insurance programs. Since NIRA's bylaws specify that all employees of member firms are themselves members of NIRA, *they become eligible for enro ment in this program.*

Another remarkable feature of this plan is its versatili when applied to a member firm's specific insurance nee The recreation director may be the only one to enroll; or may offer it to his staff, or the company may wish offer it to *all* employees. The recreation director may wi to use the plan as a membership stimulus for the employ recreation club, if membership in his group is not automati

The program is not designed to be a substitute f existing group coverages within a company. Rather it is i tended to be a supplement. It is a *voluntary* plan.

How Much Coverage Is Available?

The plan provides an opportunity for NIRA members acquire up to $40,000 life insurance with equal amoun of double indemnity and dismemberment benefits at the lo group rate. Spouses and dependent children may also covered.

How Do You Begin?

May we suggest that you submit the plan as outlined he to your company's insurance department for appraisal.

You can obtain more information on the plan by writir NIRA Group Insurance Program, Suite 1864, 20 N. Wack Dr., Chicago, Ill. 60606.

OPTIONAL AMOUNTS OF INSURANCE AND QUARTERLY PREMIUMS

	MEMBER ONLY								SPOUSE ONLY			ALL CHILDREN ONLY	
	(Col. 1) $ 5,000.	(Col. 2) $10,000.	(Col. 3) $15,000.	(Col. 4) $20,000.	(Col. 5) $25,000.	(Col. 6) $30,000.	(Col. 7) $35,000.	(Col. 8) $40,000.	(Col. 9) $5,000.	(Col. 10) $2,500.		(Col. 11) $2,500.	(Col. 12) $1,250.
icant's Age	QUARTERLY PREMIUMS								Quarterly Premiums			Quarterly Premiums	
der 30	$ 4.80	$ 9.60	$ 14.40	$ 19.20	$ 24.00	$ 28.80	$ 33.60	$ 38.40	add $ 3.40	$ 1.70	add	$ 3.90	$ 1.95
0—34	5.20	10.40	15.60	20.80	26.00	31.20	36.40	41.60	add 3.60	1.80	add	3.90	1.95
5—39	6.40	12.80	19.20	25.60	32.00	38.40	44.80	51.20	add 4.30	2.15	add	3.90	1.95
0—44	8.95	17.90	26.85	35.80	44.75	53.70	62.65	71.60	add 6.00	3.00	add	3.90	1.95
5—49	12.95	25.90	38.85	51.80	64.75	77.70	90.65	103.60	add 9.20	4.60	add	3.90	1.95
0—54	19.20	38.40	57.60	76.80	96.00	115.20	134.40	153.60	add 14.30	7.15	add	3.90	1.95
5—59	28.65	57.30	85.95	114.60	143.25	171.90	200.55	229.20	add 21.30	10.65	add	3.90	1.95
0—64	41.80	83.60	125.40	167.20	209.00	250.80	292.60	334.40	add 31.20	15.60	add	3.90	1.95
5—69	61.55	123.10	184.65	246.20	307.75	369.30	430.85	492.40	add 47.10	23.55	add	3.90	1.95

one of the above who applies may also apply for his spouse and/or de dent children (ages 15 days to 23 years) according to the above schedule. H not, however, apply for them unless he himself applies. Spouses Onl /or Children Only may not be insured.

Each and every acceptable dependent child named in the application is insured in the amount stated ($2,500 or $1,250) upon payment of a single premium as stated in Col. 11 or 12 opposite the age of the applicant.

Special Features of the Plan

DOUBLE INDEMNITY. Should an insured's (spouses and children excluded) death be caused by accident within 90 days after the accident, double the proceeds of his insurance will be paid.

WHO MAY APPLY. An individual member, and/or an owner, a partner, an officer, an employee, male or female, under age 70 of a NIRA member firm may apply.

NO MEDICAL EXAM REQUIRED. Applications will be considered on the basis of information contained thereon, and no medical examination is required.

CONVERSION PRIVILEGE. A member may elect to convert his life insurance, to a permanent form of life insurance in accordance with policy provisions.

PAYMENT OF BENEFITS. In the event of an insured's death from any cause, his beneficiary is promptly paid the amount of his insurance.

LOSS OF SIGHT AND/OR LIMBS. Should an insured (spouses and children excluded) suffer dismemberment resulting from accident within 90 days after the accident, the proceeds of his insurance will be paid for loss of both hands or both feet, sight of both eyes, one hand and one foot, one hand and the sight of one eye, or one foot and the sight of one eye.

Half of the proceeds of his insurance will be paid for loss of one hand or one foot or loss of sight of one eye.

In the event of more than one loss, only one, the greatest will be paid.

TERMINATION. Insurance will terminate when:

1. Converted to a permanent plan.
2. The premium due date coincides with or next follows the insured's 70th birthday.
3. The premium is not paid.
4. The Program is discontinued.

WAIVER OF PREMIUM. If the insured shall become totally and permanently disabled, due to sickness or injury, before age 60, and such disability shall have existed for six consecutive months, all further premiums shall be waived for the entire period of total disability and insurance protection will continue.

articipation in the NIRA Group Insurance Program is on a purely voluntary basis. It is designed to augment, and is not affected by any other life insurance in force. The adopted plan is nderwritten by the Continental Assurance Co. of Chicago, Ill. (Special arrangements have been ade for residents of Texas, Wisconsin, Ohio, New Jersey, North Carolina, and Maryland.)

NIRA Newsletter

VOL. 23, NO. 5 ©1965 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION JUNE-JULY

Bloedorn Takes the Helm; Deal to be Next President

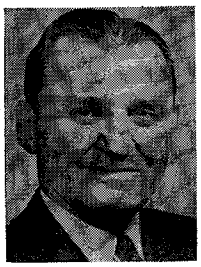
Charles E. Bloedorn, Director of Recreation, Goodyear Tire & Rubber Co., Akron, O., succeeded to the presidency at the Milwaukee meeting of NIRA in May. He had been the first to be elected "president-elect" with NIRA, at Cleveland, in May, 1964.

At the same meeting, NIRA's voting members selected Lawrence M. Deal Sr., Supervisor, Employee Relations, Inland Mfg. Div., General Motors Corp., Dayton, O., to succeed him as president-elect this year—and as president next year.

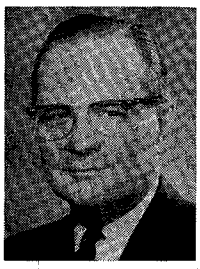
In separate action after the Ann Meeting, the NIRA board reappoin Edward T. Mitchell, Recreation Su visor, U. S. Steel Corp., Gary, Ind. Treasurer, and Gordon L. Starr, Uni sity of Minnesota faculty member, as rector of Research.

For a look at the full slate of NI directors, see photo next page.

The voting at the annual meet turned in several "firsts" for NI



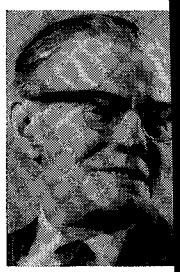
BLOEDORN



DEAL



DAVIS



DOWSWELL

Four vice presidents were also selected from among the association's 21 directors. They are R. Fred Canaday, Director of Recreation, General Motors Corp., Detroit; Patrick W. Feely, Jr., Recreation Director, The Falk Corp., Milwaukee; Thomas E. Smith, Director, Employee Activities, Texas Instruments Inc., Dallas, and Fred A. Wilson, Manager of Employee Activities, Scovill Mfg. Co., Waterbury, Conn.

Frank Davis, Lockheed Corp., Burbank, Calif., succeeds Walter Dowswell, Motorola Inc., Franklin Park, Ill., on the board of directors as Immediate Past President.

Both the President and President-El are Ohioans—a strong "plus" for t 1966 Conference, which will be held Cincinnati, officials noted. For the fi time, delegates from the West Co (Region VII) were also empowered vote for three directors, membership that area having grown to the poi where they are now entitled to the ext seat on the board.

President-Elect Larry Deal was vot in by a unanimous vote—unique NIRA elections in recent years, and strong vote of confidence for his impre sive record as coordinator of NIRA membership efforts during the last yea

In symbolic tribute to NIRA's strong interest in the employee recreation movement in Canadian firms, the employee recreation association of Polymer Corp., Ltd., presented the association with a brand new Canadian flag. (L to R) Goldie J. Cammidge and Pat Muise, both of Polymer Ltd., Frank Davis, NIRA's Past President, James Charrington, Polymer, and Don L. Neer, NIRA's Executive Director.



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A's 1965-66 BOARD OF DIRECTORS. (Standing l to r) Howard Heuston, Phillips Petroleum Co.; A. Murray Dick, Dominion Foundries & Steel, Ltd.; eph F. Paille, Eastman Kodak Co.; Charles H. Cunningham, U. S. Department of Agriculture; R. Fred Canaday, General Motors Corp.; Kenneth J. nard, Salt River Project; P. J. McCarthy, Chicago Park District; Thomas E. Smith, Texas Instruments Inc.; Frank B. Davis, Lockheed-California Co.; vard T. Mitchell, U. S. Steel Corp.; Lawrence M. Deal, Sr., Inland Manufacturing Division, GMC; Charles E. Bloedorn, Goodyear Tire & Rubber Co. ated l to r) Fred A. Wilson, Scovill Manufacturing Co.; Kenneth Kellough, North American Aviation, Inc.; Norman H. King, Lockheed-Georgia Co.; y A. Kennelly, American Telephone & Telegraph Co.; Patrick W. Feely, Jr., The Falk Corp.; Arthur L. Conrad, Flick-Reedy Corp.; Roy E. Ellington, ser Aluminum & Chemical Corp., and Howard A. Randall, Litton Systems, Inc. Not shown: Michael J. Brecka, Minneapolis-Moline; Miles M. Carter Jr., ean Trucking Co.; Howard B. Honaker, Faultness Rubber Co.; G. LaGrave, Canadair Limited, and Gordon L. Starr, University of Minnesota.

Milwaukee Conference Was Cap Stone For Association's Finest Year

The 1965 Conference of NIRA in lwaukee, as it now fades into the rspective of the past, was an impor- nt milestone for NIRA. In separate ories elsewhere in the *NIRA News- tter,* 1964-65 programs which had eir fulfillment at the Milwaukee Con- rence are reported in detail, but here iefly are a few highlights:

Membership: Many of the confer- ce attendants were new NIRA mem- ers—impressive because the area of rongest association growth during the ast year was membership. (See separate ory.)

Tournaments: As a whole NIRA's urnament program gained momentum ster during the past year than in any revious twelve months, scoring impres- ve gains in all events. (See "Tourna- ent Topics" section.)

CIRA Program. In a single year, nembership in the Certified Industrial ecreation Administrators program in- reased by better than 50 per cent. (See eparate report.)

NIRR&EF. The National Industrial ecreation Research & Educational oundation, NIRA's research arm, elled into a worthwhile effort, and a ew scholarship grant was given at Milwaukee. (See separate report.)

Public Relations. A low-budget ef- fort here paid rich dividends last year, with major publicity breaks in such na- tional media as *Sports Illustrated, Wall Street Journal* (6 times), *Business Week, Business Management,* and countless stories in local media.

Awards Program. NIRA's Helms Industrial Recreation Award Program was revived during 1964-65, with awards given out at the Milwaukee meeting. (See separate story.)

RECREATION MANAGEMENT. R/M posted its best gains in circula- tion and advertising during the past year. Ad revenue is up nearly 150 per cent over a year and a half ago.

Services. NIRA made improvements in its portfolio of services for members during the past year, including the new NIRA Group Insurance Program. (See

(Continued next page)

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Milwaukee (cont.) . . .

detailed feature on the insurance program on pages 18 and 19 of this issue.)

In short, the Conference in Milwaukee was the capping stone for what has certainly been the best year for NIRA in more than a decade and perhaps since the association was founded in 1941.

By separate mailing, all NIRA members have by this time received a complete Annual Report of NIRA activities during the past year.

Professionally and financially, the Milwaukee Conference was a success. Records show that attendance was better at only one other Conference, Detroit in 1958, but that was apparently due to the fact that the large recreation staffs of the auto companies attend *en masse* whenever a NIRA event is held in the Motor City. In terms of separate companies sending delegates, Milwaukee registered a new high.

The Conference speakers—judging from the rather exceptional press and newspaper corps which turned out to hear them speak—were well received. Among the best: Bud Wilkinson, president, Lifetime Sports Foundation; Robert Stewart, administrator, President's Council on Fitness; Frank B executive secretary, American Bow Congress, and Dr. Harry Edg Purdue University.

The panel sessions and semina which are the heart of any NIRA C ference—covered a wide range of dustrial recreation topics. (As has b our custom, a selection of the best ceedings from these sessions will b



Outgoing President Frank Davis, of Lockhe congratulates Larry Deal, Inland Mfg. Div., (v was soon to be chosen president-elect) for work in NIRA's membership campaign.

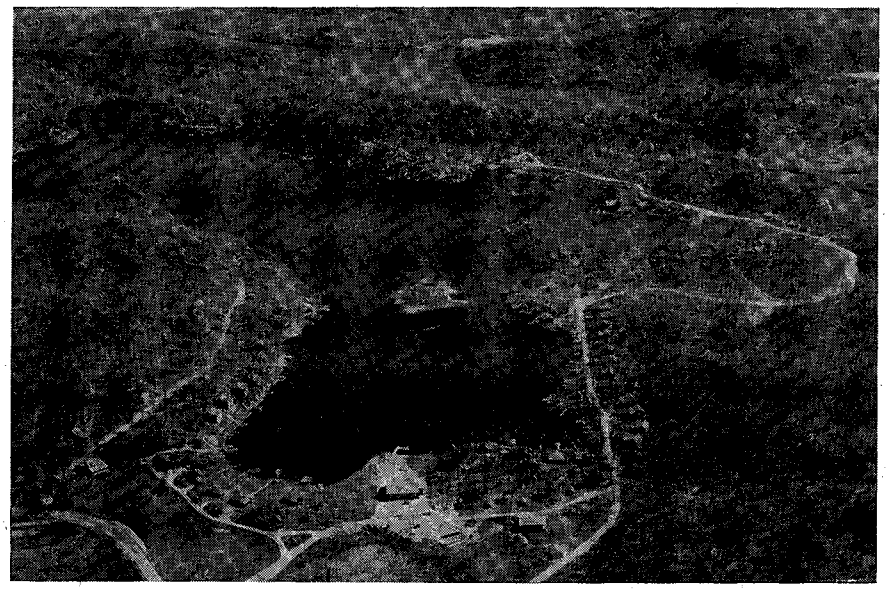
featured part of the "NIRA Annua edition of R/M, in December, 1965

Among the other highlights of t Milwaukee meeting were: The Brewe Tour; the physical fitness demonst tions by the Shetter Family, and t concert by the Allen-Bradley chorus a orchestra on the final evening of t conference.

NIRA's staff noted that the M waukee Conference Committee — a hard core members of the Milwauk County Industrial Recreation Council— were one of the most efficient co ference committees in recent years. T a man, it would be hard to single o any one for special praise. All co ference attendants owe Carl Klandru the committee chairman, who is retirin this month from Allis-Chalmers, a sp cial vote of thanks.

Some eleven months from now there'll be another conference down o the banks of the Ohio in Cincinnat That town was the site of the firs NIRA meeting almost a quarter centur ago—thus the choice of Cincinnati a Conference City on the association' 25th Anniversary.

Next year's conference committee ha a lot going for it—what with the bi anniversary and all. But they'll be har pressed to outdo what the Milwauke group achieved this year.



LAKE COMMUNITY AND WOODLANDS AVAILABLE VICINITY NEW YORK CITY

Ideal for Research Lab or Industrial Park with Employee Residential and Recreational Facilities

Glen Wild is a beautiful man-made lake of about 110 acres, nestled in a hilly area on a tract of approximately 450 acres in Bloomingdale Borough, Passaic County, New Jersey. Developed as a summer colony during the past half-century, the lake community is located only 25 air miles from Times Square, New York City, and is easily accessible to major highways.

During all of its history, this lake tract has been very conservative in development. It is a beauty spot, equalled by few such lakes in the eastern part of the United States. The leasing policy of the owners has continuously protected its natural appearance. The 167 existing leases, mostly on waterfront lots, provide sufficient income for present operations, taxes, and a modest dividend. The woodland acreage is virtually undeveloped and represents some of the more beautiful rural areas east of the nearby Norvin Green State Forest.

A great opportunity exists here for the right buyer.

Controlling stock interest in the Glen Wild Lake Company is in the hands of a Voting Trust, whose principals are interested in selling at a reasonable price. For particulars, principals only, write:

GLEN WILD LAKE VOTING TRUSTEES
C/O HAROLD H. DEMAREST
215 WATER STREET, NEW YORK, 10038
or Telephone 212-233-1580

embership Gains ghlight Milwaukee nference Reports

Much of the association's collective rts during the past year were geared ringing in more companies. Speaking s by Frank Davis, President Bloe-n, and others were instrumental in s joining NIRA.

A special mailing of "Top Manage-nt Speaks"—a booklet containing e of the finest endorsements of in-trial recreation ever penned by chief cutives of "blue chip" American ns—helped influence the decision of ny companies that joined during the t year.

Other promotional mailings from RA headquarters helped bring in re firms. Tournament chairmen like ward Honaker (bowling) and Fred naday (bridge) and state chairmen e Fred Wilson, were able to use the luence of their positions to inform mpanies about the benefits of mem-rship in NIRA.

Most significantly, the grass roots mpaign which was engineered by esident-Elect Larry Deal, who spent e last two years as NIRA's member-ip chairman, paid rich dividends for IRA in terms of members gained. om his Dayton (O.) office, he coordi-ted all of NIRA's efforts to gain new embers, and his was deservedly the ggest bouquet when the figures were bulated for the final time at the Mil-aukee Conference.

And what a set of figures! To sum up, emberships in NIRA increased by 107 verall, a gain of nearly 20 per cent, nd the biggest single jump since 1946. It was pointed out that in 1945 and 946 commissions were paid to a firm hich specialized in promoting member-hip, so that the year just passed can uly be considered the best period of verall "natural" growth in the associa-on's history.)

Company memberships jumped by a et of 50 new firms—approximately a 5 per cent increase.

In terms of growth unaided by the ommissionable sale of memberships, the op five years (with their presidents) re: 1965 (Davis); 1956 (Klandrud); 957 and 1952 (Kozman tied with rnst); 1958 (Klingler), and 1949 Bensen).

The mood at Milwaukee was one of ptimism. NIRA, after all, had moved orward dramatically from a membership lateau on which it rested since 1960.

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TO NASSAU	**$91.00**	**TO JAMAICA**	**129.75**

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_____ (destination) for approximately _____ (number) people, to leave _____ (departure point). Approximate departure date would be _____.

NAME _____ TITLE _____

COMPANY _____

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CITY _____ STATE _____ ZIP CODE _____



NIRA President Chuck Bloedorn, left, Goodyear Tire & Rubber Co., Akron, presents Kenneth Kellough, North American Aviation, Los Angeles, with Helms Industrial Recreation Award trophy at Milwaukee Conference in May. Award recognizes North American as having the single best employee recreation program in the nation last year. Bloedorn's firm won award in 1963.

North American Wins Top Award in Helms Competition

North American Aviation, Inc., Los Angeles, one of NIRA's oldest and largest members has been named winner of the Helms Industrial Recreation Award for the outstanding employee activities program in America during the past year.

The award was made by NIRA President Chuck Bloedorn after judges had made the final selection from the field of candidates at the Milwaukee Conference of NIRA in May.

Accepting the award for North American, which has been a member of NIRA since 1942, was Kenneth Kellough, Recreation and Welfare Administrator for the firm. Bloedorn cited the firm for the variety of its employee recreation activities and the impressive increases in employee participation during the past year.

Four other firms were cited by the Helms Award judges as having the best employee recreation programs among all the NIRA firms in their membership categories.

The winning firms, by category, are as follows:

Class D: (Firms with 10,000 or r employees) **North American Aviat Inc.** Los Angeles. Kenneth Kello Recreation and Welfare Administra (Also winner of the overall award.)

Class C: (Firms with 5,000 to 10, employees). **Phillips Petroleum** Bartlesville, Okla. Howard Heuston, sistant Director of Recreation.

Class B: (Firms with 1,000 to 5, employees). **Scovill Mfg. Co.,** Wa bury, Conn. Fred Wilson, Manager, ployee Activities.

Class A: (Firms with 500 to 1, employees). **Faultless Rubber Co.,** A land, O. Howard Honaker, Recreat Director.

Class AA: (Firms with fewer t 500 employees). **Distillation Produ Industries,** Rochester, N.Y. Mary Best, Recreation Director.

The award is given yearly by Helms Athletic Foundation, Los A geles. Application regulations were vised in 1964 to encourage greater p ticipation.

Ralph H. Burke, Inc.
RECREATION CONSULTANTS
Complete Architectural and Engineering Services
Recreation Surveys • Feasibility Studies
Site Planning • Site Selection • Swimming Pools
Artificial Ice Rinks • Par 3 Golf Courses
Recreation Centers • Marinas
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CHICAGO, ILLINOIS 60606

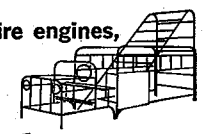


E-E-E-yah-h-h you horses!

Imagination and engineering built the 12:42 to Dodge City and all points west. It's tough dependable Mexico Forge equipment. A stagecoach that keeps these rough hombres on the job day in and day out. Under almost constant attack, in and out of bad weather, and back and forth down the dusty trail it travels. With little or no maintenance. With complete safety. Indestructible.

Meanwhile, back east at Mexico Forge, they're building more of the same . . .

fire engines,



jet slides,



spin-arounds,



all sorts of adventures for the kids on your playground. See if there's one for you. They're all in our 4-color catalog.

Write to Bill Kennedy
The Mexico Forge, Inc.
Northwest Drive, Reedsville, Pa.

IRA and NIRR&EF Hold eetings in Milwaukee

lany of the 41 new CIRA's ap-ved by NIRA's Certified Industrial reation Administrators Committee in il attended the Milwaukee Confer-e in May.

A special program for CIRA's had n prepared for the third morning of meeting.

Martha Daniell, Nationwide Insur-e, Columbus, O., was chairman of the gram, and Dr. Harry D. Edgren, of due University, was the featured aker at the breakfast meeting.

Dr. Edgren spoke on the qualities ich separate the professional indus-l recreation director from men of er professions, and men in other ds of recreation work.

The ranks of the CIRA's have grown matically during the past year—much ter in fact than NIRA as a whole. mbership in CIRA has grown by re than 40 per cent since May, 1964, d could increase by an additional 20 cent by the time all current applica-ns are processed.

Between 20 and 30 applications are being held at NIRA headquarters in Chicago pending clarification of certain points left incomplete by those applying. Officials say there's a good chance there might be as many as 175 CIRA's by the time the certification committee has completed its deliberations at its next meeting in October, 1965. (In May, 1964, there were fewer than 100 CIRA's.)

NIRR&EF Meeting

"NIRR&EF"—that impossible acronym which simply means "NIRA's research and educational arm"—took a step forward with a closed door session of its trustees at the Milwaukee Conference in May.

Not overly endowed at this point in its history, NIRR&EF nevertheless has already granted a number of scholarships to deserving students at various colleges and universities around the country.

The Milwaukee meeting produced another scholarship, this one providing educational funds for James P. Negley, who has been accepted at Sacramento State College for the fall term.

Howard Honaker, NIRA's bowling tournament chairman, presented NIRR-&EF with a check for $137 from the proceeds of the 1965 event, and the trustees are hopeful that other NIRA tournaments will eventually produce more funds for scholarships.

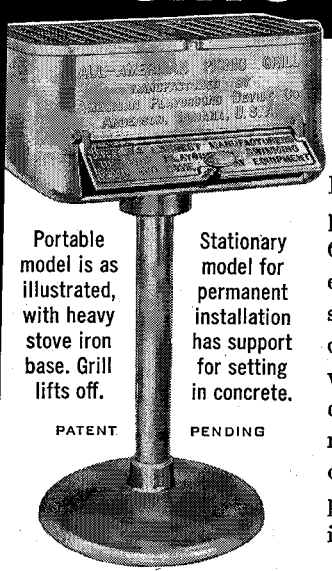
CAMP Manitou
FORT FRANCES-ONTARIO

This year, enjoy Camp Manitou, in the wilds of Ontario, where some of the choicest fishing and hunting in North America are found. Manitou's clear Canadian lakes hold muskie, northern, lake trout, walleye, and smallmouth. Its forested land abounds with moose, deer, bear, and partridges in season. Ask about our 15-25 person group rates for the avid hunters and fishermen in your firm.

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ALL-AMERICAN HEAVY-DUTY
PICNIC GRILLS



Portable model is as illustrated, with heavy stove iron base. Grill lifts off. PATENT PENDING

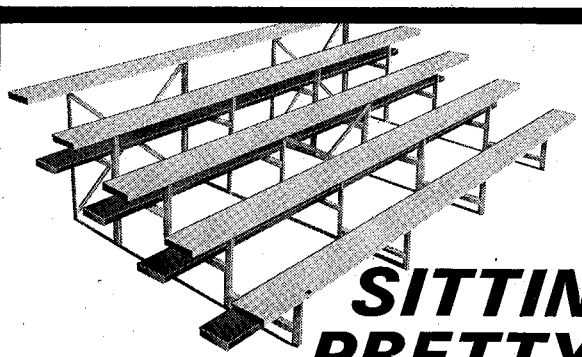
Stationary model for permanent installation has support for setting in concrete.

Features Not Found In Any Other Grill

Built just like a small, complete cooking range. Positive 6-way draft control gives faster, easier kindling, saves fuel, insures tenderer, juicier steaks, chops, barbecues. Cooks, bakes, warms—burns charcoal, wood or coal. Grill revolves to permit cooking to windward. Cast of heavy stove iron with steel pipe support, for lifetime service. Shipped fully assembled.

WRITE FOR ILLUSTRATED LITERATURE AND PRICES

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Main Offices and Plant—Now In Our Town Of
NAHMA, MICHIGAN, U.S.A.
In The Beautiful and Historic Upper Peninsula

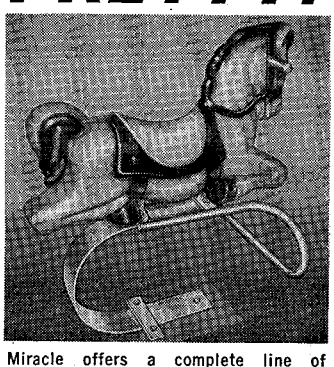


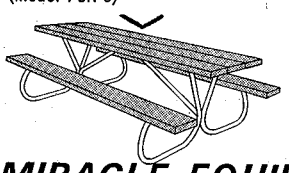
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MIRACLE RAINBOW BLEACHER—the newest idea in portable bleachers! Features multi-colored planks of splinter-free, pressure-molded fiber glass. So practical, so attractive! Capacity: 55-60.

MIRACLE RODEO ROCKY—Miracle replaces the old-fashioned coil spring with a spring steel bar to eliminate breakage problems. Lively, life-like fiber glass or aluminum ponies in your choice of four colors. (Model FP)

MIRACLE PIC-SNACK TABLE—sanitary picnic table with perma-color, pressure-molded fiber glass top and seats is splinter-proof and maintenance-free! (Model PSN-6)

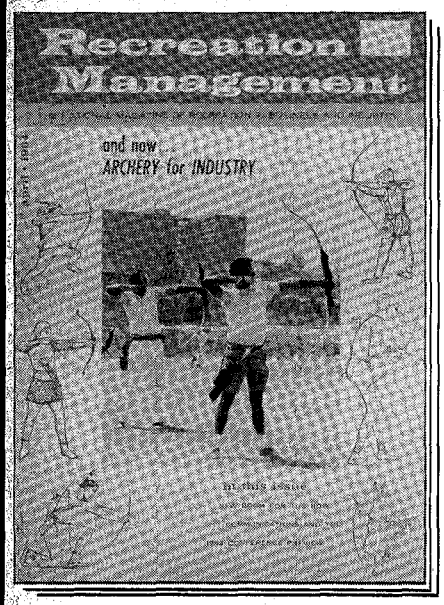




Miracle offers a complete line of modern park and playground equipment for your industrial park. Whatever type of equipment you need, you can rely on Miracle for the newest ideas and the best advice. Send today for catalog, price list and full details on Miracle's "On-The-Spot" Consulting Service.

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America's Leading Manufacturer of Park and Playground Equipment

SERVICES for MEMBERS of NIRA

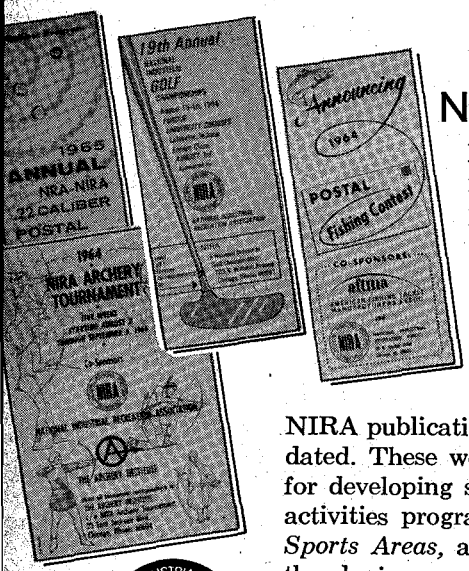


RECREATION MANAGEMENT

Published ten times yearly, R/M is the only national magazine exclusively devoted age of the employee activities field. Each issue has a specific theme, such as "Group "Spring Sports," "Employee Hobby Clubs," "Winter Sports," or "Bowling." Re timely subjects are included, and the *NIRA Newsletter, Idea Clinic, Tournamen* and *Let's Talk Travel* sections appear as regular features. Profiles of individual programs, an annual *Buyers Guide, Membership Directory, Conference Proceedin* ment ads, and other features make it the industrial recreation administrator's han

CONFERENCES

Annually, NIRA conducts local, regional, and national meetings for its members. At the National Conference, manufacturers of employee recreation products and services set up exhibits to show industrial activities administrators how to improve their programs. Perhaps more significant are the specialized seminars, workshops, round tables and the like, where the attendants get the opportunity to thrash out individual employee recreation problems, as well as get new insights into the organization, administration, and day-to-day operation of the recreation program.



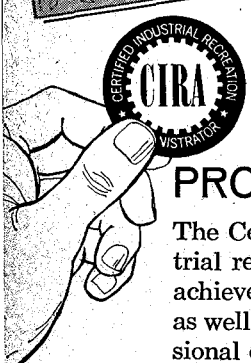
NATIONAL TOURNAMENTS

Each year NIRA members are invited to participate in one or all of the association national tournaments. NIRA currently hosts and/or co-sponsors nationwide industria pionships in Bowling, Rifle, Pistol, Fishing, Bridge, Archery, Golf, and Deer Trophy Most of the tournaments are run on a "postal" basis (i.e., through the mail). These can help stimulate interest in company programs through prize and trophy incentives by NIRA. An employee of your firm could be a national champion.

PUBLICATIONS

NIRA publications are constantly being produced and updated. These works describe the step-by-step procedures for developing specialized activities within the employee activities program. These publications include *Standard Sports Areas,* a NIRA-copyrighted book which contains the playing-area specifications for 70 major indoor and outdoor sports and their variations; *Let's Play Cards; Golf for Industry; How to Set Up Tournaments,* and others, included as a membership service.





PROFESSIONAL SOCIETY

The Certified Industrial Recreation Administrator program gives recognition to the industrial recreation director as a professional. "CIRA" is a designation which singles out the achievements of individuals who run their company's employee activities and marks them as well qualified to administer the recreation program. Similar to certification in other professional organizations, the CIRA program is administered by the National Industrial Recreation Association and is open to *any* qualified man or woman.

HELMS AWARD PROGRAM



The Helms Industrial Recreation Award is given yearly by NIRA to the five member firms whose contributions to the field of industrial recreation have been most significant during the year. A panel of specialists in the field of recreation serve as judges of the nominated firms. The award is the highest honor which a company can win through excellence in the field of industrial recreation.

PRESIDENT'S BULLETIN

Periodically, NIRA sends members special reports on association programs and projects. Called *The President's Bulletin* these mailings also include program aids, rule books, film guides, reprints of articles about NIRA from non-association publications, and other miscellaneous materials which are of value to the recreation administrator.

OTHER SERVICES

NIRA provides, in addition to the speci ices already named, the special couns staff and advisory committee; a comple ence library of useful materials, rese ports, and club constitutions; a con placement service; its own research ar National Industrial Recreation Resea Educational Foundation, and the NIRA Council to assist with employee grou programs. Perhaps most significantly, provides what *only* an association can— for the free exchange of ideas among th bers of one's profession.

APPLICATION FOR COMPANY MEMBERSHIP

(A NON-PROFIT SERVICE ORGANIZATION ORGANIZED IN 1941)

NATIONAL INDUSTRIAL RECREATION ASSOCIATION

Company memberships are available to all industrial and business firms interested in the development of employee activities programs, on the basis of the following schedule:

	Annual Fee	**Maximum Services*
Companies with less than 500 employees	$ 20	1
Companies with less than 1,000 employees	35	2
Companies with from 1,001 to 5,000 employees	65	4
Companies with from 5,001 to 10,000 employees	95	6
Companies with more than 10,000 employees	125	10

The column "Maximum Services" indicates the number of individuals in a company and its branches to whom complete Association services will be sent, if desired, without additional cost. Members desiring services beyond the maximums indicated may obtain them on payment of $15 per year per extra service.

/e submit this application for membership in the National Industrial Recreation Association, with all rights, privileges and ervices thereof.

accordance with the above schedule and based on our present employee roster, numbering _____ persons,

☐ we enclose our check
☐ please bill us

for _____ dollars for one year's trial membership.

lease send regular NIRA services, as issued, to the following individuals: The name of our principal representative, to hom NIRA correspondence should be addressed (until you are otherwise advised) is listed on line 1 below.

1. _____
(Name — please print) (Title) (City, State, ZIP Code)

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

0. _____

Company _____

Address _____

ate _____ By _____

redit for this membership due: _____

Mail to
NATIONAL INDUSTRIAL RECREATION ASSOCIATION,
20 N. Wacker Dr., Chicago, Ill. 60606

AN EXCLUSIVE NIRA MEMBERSHIP BONUS

8 NATIONAL TOURNEY

TOURNAMENT TOPICS

NEWS ABOUT NIRA'S COMPETITIVE EVENTS FOR U.S. AND CANADIAN BUSINESS AND INDUSTRIAL EMPLOYEES

FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOURNAMENTS

NIRA/NRA Rifle-Pistol Awards Given in Milwaukee

Franklin Orth, executive vice president of the National Rifle Association, was on hand at the 24th Annual Conference of NIRA in Milwaukee to make the awards to members representing the top industrial shooters in the annual NIRA/NRA Rifle-Pistol matches.

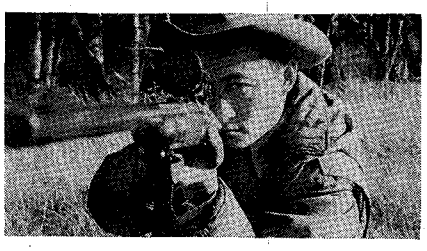
In the individual rifle competition, it was a year for repeaters. Denny Wu, the indomitable carburetor engineer from Ford Motor Co., in Ann Arbor, Mich., took top honors with a 197 out of a possible 200 score. Wu has won the event twice before—with a 198 in 1961 and a 197 in 1963.

The rifle runner-up was also a former tournament champion—Ed Summers, of Goodyear Tire & Rubber Co., Akron, O. He shot 196.

The Grumman Gophers Team #1, of Grumman Aircraft, West Babylon, N. Y., took first place in the rifle team competition.

Participation in the 1965 rifle event was up somewhat less than 10 per cent —from 55 teams in 1964 to 61 teams this year.

By comparison, competition in the pistol event jumped almost 40 per cent this year—from 288 individual shooters in 1964 to 366 shooters this year, and from 55 teams to 75 teams in 1965. This represents one of the most substantial increases in any NIRA event in a single year.



Denny Wu in 1963 . . .

Buddy G. Lindsay, Union Bag Camp, Garden City, Ga., was the winning pistolman with a score of 195; Olin Mathieson's Westerner Club squad, East Alton, Ill., won the team event.

Top prizes in the tournament include a European Wild Boar hunt in Montour, Ia., for Denny Wu, and for Buddy Lindsay, transportation expenses to the Camp Perry Matches, Camp Perry, O.

Awards are also made to the shooters in each NIRA region.

A list of the top shooters in event follows:

Individual Rifle Awards

T. Y. Wu, Ann Arbor, Michigan—Ford Motor Company
W. E. Summers, Akron, Ohio—Goodyear Tire & Rubber Company
R. Hixenbough, Cuyahoga Falls, Ohio—Goodyear Tire & Rubber Co.
Jon A. Oxley, Midland, Michigan—Dow Corning Corp.
Robert A. Utter, Auburn, Washington—The Boeing Company
Paul K. Nielsen, Playa Del Rey, Calif.—No. American Aviation
Robert W. White, Seattle, Washington—The Boeing Company
William B. Woodring, Stony Creek, Conn.—Olin Mathieson Chem. Corp.
Paul Waisanen, West Babylon, N. Y.—Grumman Aircraft Eng. Corp.
Henry L. Woltman, St. Paul, Minnesota—3 M Company

Team Rifle Awards

Grumman Gophers Aircraft Team #1, West Babylon, New York
Zeppelin Goodyear Tire & Rubber Team #1, Akron, Ohio
The Dow Chemical Company Team #1, Midland, Michigan
Ford Motor Mustangs Gun Club, Detroit, Michigan
North American Aviation, Inc. Team #1, Los Angeles, Calif.
Puget Sound Naval Shipyard Recreation Assn. Team #1, Bremerton, Wash.
Boeing Employees Rifle & Pistol Club "Gold", Seattle, Washington
Frigidaire Division GMC Rifle Team #1, Dayton, Ohio
IBM Pistol & Rifle Club, Poughkeepsie, New York
Grumman Aircraft "White" Team #2, West Babylon, New York

Individual Pistol Awards

Buddy G. Lindsey, Garden City, Georgia—Union Bag—Camp Paper Corp.
John F. Smith, Savannah, Georgia—Union Bag—Camp Paper Corp.
Bruno Massa, Wilsonville, Illinois—Olin Mathieson Chemical Corp.
William T. M. Roberts, Los Angeles, Calif.—No. American Aviation

(continued next page)



Jack Fauntleroy, left, of the National Rifle Association, presents Max Thompson, Olin Mathieson Chemical Co., with trophy for top team in NRA/NIRA Pistol Matches this spring.

ADIRONDACK

The Bat with the MOST on the BALL

ADIRONDACK BATS, INC.
Northern White Ash
ADIRONDACK
302
DOLGEVILLE – NEW YORK

SNOW SKIS
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DOLGEVILLE, NEW YORK



teur Softball Association officials from the Midwest met with the group's Secretary-Treasurer, Don ɜr, during NIRA's Milwaukee Conference to discuss plans for 1965 industrial softball events. (L to uy Wertz, ASA Wisconsin State Commissioner; Don Porter, Larry Harris, ASA Milwaukee Commis- ɜr, and Charles Jensen, ASA Chicago Commissioner and Chairman of the Industrial Committee.

ridual Pistol Awards (cont.)

rd J. Lindenbaum, Marietta, Georgia—Lockheed—
rgia Co. 189
ond J. Papp, Dearborn, Michigan—Ford
tor Company 188
Bowers, Smyrna, Georgia—Lockheed—Georgia. Co. .. 187
ll Long, Herculaneum, Missouri—
Donnell Aircraft Corp. 187
n E. Thompson, Elmhurst, Illinois—
R. Donnelley & Sons, Co. 187
Conversi, Webster, New York—Rochester Gas &
ctric Corp. 186

n Pistol Awards

Mathieson Chemical Westerner Club 1,
st Alton, Illinois 725
Pistol & Rifle Club Team #1, Poughkeepsie,
w York 722
heed LERA Gun Club Team #1, Sunnyvale,
lifornia 717
Motor Gun Club Team #1, Detroit, Michigan 715
g Company "Gold Team", Seattle, Washington 710
year Tire & Rubber Zeppelin Rifle Club Team #1,
ron, Ohio 704
heed Gun Club, Marietta, Georgia 702
Mathieson Chemical "Winchester Team #1,"
w Haven, Conn. 701
onnell Aircraft Corp. Rifle & Pistol Team 2,
eve Coeur, Mo. 701
n Bag—Camp Paper Athletic Association Team 1,
rden City, Ga. 698

Awards

nald Knight, North American Aviation, took individual rs in the rifle division of the CO^2 event; North ican Aviation's Team #1, took team honors.
the pistol division of CO^2, William T. M. Roberts, orth American Aviation, took top place, and Lockheed's Gun Club Team #1, from Sunnyvale, Calif., won istol team competition.

Time to Enter Those Company Fishermen

Competition in the NIRA/AFTMA Fishing Tournament is already stiff, as the first month's deadline in the three-month contest was passed on June 15.

Company fishermen still have until July 15 to send entries for fish caught in June, and until August 15 to get forms signed and verified by the recreation director for July catches.

There's *no entry fee* in this tournament; nevertheless the prize list is an attractive one—primarily through cooperation of Shakespeare Co.

Shakespeare annually presents merchandise awards to the salt- and fresh-water winners in each month of the tournament, as well as to the NIRA recreation director with the largest percentage of participation.

In addition, the contest's Grand Champion will be hosted to an expense paid fishing trip to North Manitou Island, Lake Michigan—a trip arranged for the winner by Shakespeare.

Mail to NIRA: 20 N. Wacker Dr., Chicago, Ill. 60606 312 AN 3-6696

To Enter NIRA's Tourneys

Dear Sir: Please reserve a spot for us in NIRA's 1965 tournaments:

Fishing ☐ Deer Trophy ☐ Archery ☐ Golf ☐

Firm_____

Name_____ Position_____

Address_____

City_____ State_____ ZIP Code_____

At last!

a match grade rifle at a reasonable price



Here is an intermediate target rifle by Anschutz, builders of the Match 54 rifle that was used by all the winners in the smallbore shooting events at the Tokyo Olympics.

The 64 Savage/Anschutz has special features that add up to X-ring accuracy: a satin smooth single-shot action; trigger adjustable for pull, creep and backlash; a precision rifled and hand-lapped medium heavy barrel. Target stock has raised cheek-piece, deeply fluted comb, checkered contour pistol grip. Beavertail fore-end has long rail with instantly adjustable sliding swivel; adjustable rubber butt plate.

Model 64 costs only **$79.50**; 64-S complete with Redfield Olympic sights as shown, only **$105.** Prices subject to change. For free catalog write: Savage Arms, Westfield 96, Mass. 01085. (A division of Emhart Corporation. Savage, Anschutz and the Indian head Reg. U.S. Pat. Off.)

Savage ANSCHÜTZ

PPG Takes Top Honors in 1965 Bowling Meet

A team from Pittsburgh Plate Glass, Barberton, O., captured the team championship and $1,000; and Pete Saroli, Ford Motor Co., Detroit, Mich., was the top singles competitor in the 18th Annual National Industrial Bowling Tournament at Ashland, O., in late April.

The PPG team fired a blazing 4,093 handicap score at the Charger Lanes in Ashland, and Saroli rolled a 698 across town at Luray Lanes—enough to win $110 in prize money.

A team from Faultless Rubber Co., Ashland, finished second in the team event. They bowled a 4,065 series, enough to take home winnings of $500 from the tournament.

In third place with a score of 4,061 and winnings of $250 was a team from Timken Roller Bearing Co., Canton, O.

Saroli, the singles champion, got off to a blazing start with three strikes. On the fourth frame he left a shakey 10-pin trembling on the ramp. He then bowled six more strikes before missing again on the 10th.

Though Ohio teams seemed to dominate in the competition, with the first four squads representing companies from the Buckeye state, eleven states were represented in the competition.

In all there were 137 teams participating in the event for a total of 685 individuals—a new participation record for the 18-year-old NIRA event.

In terms of individual companies participating, the number was 53, a slight drop from the 57 firms competing in Ashland in 1964, but the increases in team participation more than made up for it.

The 685 bowlers competing this year represented a 25 per cent gain over the previous year—the best overall gain since Detroit bailed out the tournament after a near disaster in South Bend, Ind., in 1962.



The Pittsburgh Plate Glass (Chemical Division) team, winners of NIRA's 1965 National Bowling Tou ment, pose on the boards at Ashland. (L to R) Lauri Kaski, Russ Oyler, Mike Klancer, L. W. Hause, Lee Taylor. They took home tournament's $1,000 purse.



Frank Davis, Lockheed, congratulates Howard Honaker, Faultless Rubber Co., for his work with NIRA tournaments during 1965. Honaker was named the outstanding NIRA senior director at the Milwaukee Conference.

The $1,000 grand prize was also largest purse ever offered—not only bowling, but for *any* NIRA tourname It represented a 25 per cent incre over the 1964 purse.

At the NIRA Conference in M Howard Honaker, the NIRA direc who has been chairman of the bowli tournament for the past two years, p sented the National Industrial Recr tion Research & Educational Foundati with a check for $137 from the p ceeds. The money is earmarked for u in NIRR&EF's scholarship work.

Honaker was cited for his work wi the tournament in 1964 and 1965 the years of its greatest growth. Ho aker was also credited with bringi nine new companies into NIRA as result of his work with the bowli event.

NIRA's board of directors will a nounce later this year where the site the 1966 tournament will be. Sever cities are in the bidding—among the Detroit and, of course, Ashland, Ohi

The list of top winners follows.

Top 10 Teams

Pittsburgh Plate Glass #3, Barberton, Ohio	4093	$1,0
Faultless Rubber Co. #4, Ashland	4065	$ 5
Timken Dept. #181, Canton, Ohio	4061	$ 2
TRW #4, Cleveland, Ohio	4042	$ 1
Nat. Security Agency, Washington, D. C.	4042	$
Gast Mfg. Co., Benton Harbor, Mich.	4024	$
Quality Plastics-Union Malleable, Ashland	4024	$
Charger #2, Ashland	4019	$
Timken-Sheet Metal Shop-Canton, Ohio	4013	$
F. E. Myers, Sewer Cleaners, Ashland	4006	$

Individual Winners

HIGH GAME: Dan Stidham, Kaiser Aluminum, Ravenswoo West Va. 285.

HIGH SERIES: Bob Rennick, National Security Agenc Washington, D. C. 857.

Singles Winners

Pete Saroli, Ford Motor Tractor	698	$1
Paul Boykin, Motorola, Inc.	674	$
Bill Milligan, Timken Roller Bearing	665	$
Ray Thomas, Faultless Rubber Co.	662	$
Al Danz, Motorola, Inc.	651	$



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PARK and PICNIC, PLAYGROUND AND SWIMMING POOL EQUIPMENT

The wise choice of experienced buyers for more than half a century

AMERICAN PLAYGROUND DEVICE CO.

Main Offices and Plant NOW IN OUR TOWN OF

NAHMA, MICHIGAN

... In Michigan's Beautiful and Historic Upper Peninsula

olf, Archery Are Next Up n NIRA's Tourney Schedule

IRA's schedule of summer tourney's feature the 20th Annual Golf Tour- at Hamilton, O., and the 2nd An- Archery Tournament, a postal event be held during five weeks from gust 1 through September 4, 1965.

Tournament officials are confident that icipation in this event will grow stantially this year. The event is be- co-sponsored jointly this year by RA and AMO (Archery Manufac- rs Organization). The Archery itute, Chicago, which is AMO's op- ing arm will again handle the ad- istrative details of the tournament, uding judging of scores, etc.

Each participating team will receive icient score sheets for each week's ticipation in the tournament. The nt is a team and individual tourna- nt. Participating companies are not re- red to field a full team of archers— ugh they are, of course, eliminated m the team awards.

The top archer in the tournament will sent on a deer hunting expedition— expenses paid to North Manitou and, in Lake Michigan—a trip ar- ged through cooperation with Shakes- are Co.

AMO officials stressed that acceptance the Manitou trip would not jeopar- e an archer's amateur standing. A eral distribution of trophies to team d individual scratch and handicap nners will be made.

1965 Golf Tourney

Meanwhile, over in Hamilton, O. rland Munz, of Champion Papers, c., indicated that everything was in adiness for the 20th Annual National olf Championships, to be held there, ugust 14-15, 1965. (See separate story Champion's employee park, where e golfers will gather on the eve of the urnament, page 12.)

NIRA is shooting for a participation vel of better than 500 industrial golf- s for the anniversary year tournament, hich will be held at two municipal urses in Hamilton. Liberal distribution trophy and merchandise awards is w being arranged.

Potential participants are urged to rite NIRA immediately for com- ete tournament entry information. A mplete list of available hotel and otel accommodations in the Hamilton ea will be furnished upon request.

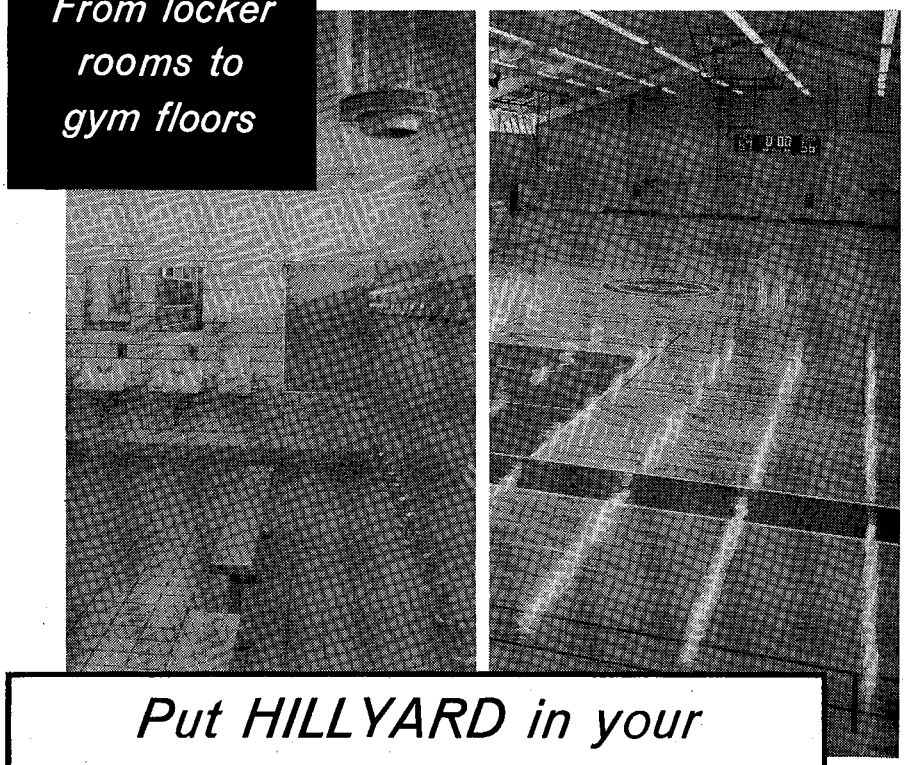
Eaton's Motel will serve as tourna- ment headquarters in Hamilton. Champ- ion Paper will play host to the tourna- ment for NIRA. Coaches, recreation directors, and executive personnel can play in a special management tournament on Saturday, August 15, at the Elks Club.

For additional information on NIRA tournaments fill out the clip-out coupon on page 29 of this issue and send it to NIRA.



Forrest Flaminio, A-C Spark Plug, Milwaukee, winner of NIRA's First Industrial Archery Tourna- ment, demonstrated his skill with a bow for the attendants at NIRA's Milwaukee Conference in May, 1965.

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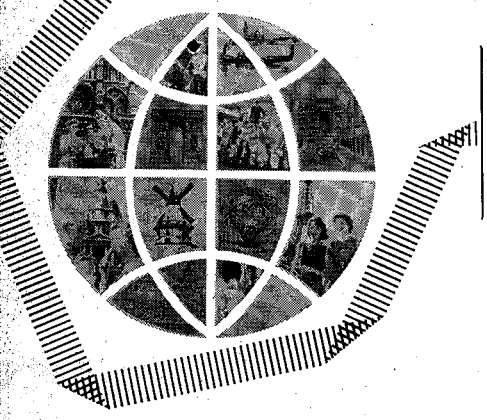
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Tips for Travelers

What Your International Travelers Should Know about Passports, Shots and Customs

Passport. At least a few weeks before departure, apply for a passport at the local Passport Agency or before an authorized court. To apply for the passport, you'll need: (1) Proof of U.S. citizenship, either by birth certificate or naturalization certificate, or a previously issued U.S. passport. (2) Two photographs, full faced, not over 3" x 3" and not under 2½" x 2½" in size. Many photographers specialize in such photos at low cost. (3) The fee for a new passport is $10. Fee for renewing a passport is $5.00.

Vaccination and inoculations. The Foreign Quarantine Regulations require that before you can return to the United States, you must present a valid International Certificate of smallpox, indicating that you have had a successful primary vaccination within the past 3 years or have been revaccinated within this period. Persons who fail to do so may be subjected to delay at the port of entry. For this reason, and because the vaccination provides valuable health protection while abroad, all travelers should be vaccinated before leaving the United States. When applying for your passport, ask for an International Certificate of Vaccination card. Plan to have your vaccination at least a month before departure.

If you are following a standard "big-city" itinerary, many medical authorities agree that other inoculations aren't 100% essential for everyone. However, many doctors advise typhoid-paratyphoid, and tetanus-diphtheria immunizations. See your own physician about the advisability of these for you. If you are having more inoculations than the smallpox vaccination, begin these shots at least 8 weeks before you leave.

Hints on Customs. Each Ameri citizen or permanent resident who abroad for more than 48 hours r bring back purchases worth $100 du free. This privilege may be used o every 31 days. This is generally cal an "exemption".

These exemptions are allowed on m chandise for your own personal use, your immediate family's use, or on n commissioned gifts.

It is permissible for a family to po their exemptions if they reside in o household. One family member can c clare for the whole group. Children a entitled to exactly the same exemptio as adults.

Gifts valued at less than $10 can shipped back to the U.S. duty-fr However, you can send only one su gift per day to the same person. The gifts will not be counted against yo duty-free allowance. This privilege do not apply to alcoholic beverages, pe fume containing alcohol or tobacc Packages should be marked "gift e closed" and the value indicated.

A U.S. resident is allowed to brin back 100 cigars and one gallon liquor. There is no limitation on ciga ettes brough back for your own us Remember that 26 states forbid the in portation of liquor, and customs office will not release alcoholic beverag destined for any of these states.

Original paintings and pieces sculpture are allowed in free of duty. is advisable to obtain a certificate fro

Industrial Group Travel played an important part in the program for attendants at the Milwaukee Conference of NIRA in May. Members of NIRA's Travel Council, were each given several minutes to explain certain key points about some phase of organizing an employee tour. (L to R) Enzo Palmentola, KKS International; Marion Brennan, Irish Airlines; Helga Meyer, Swissair; Robert Cook, Travelpower; Don Kaupert, Happiness Tours, and Salvatore Puccio, Air France.



American consul in the city of pur- stating that your prize is an nal work of art.

n antique is allowed into the U.S. -free, providing it was made before ear 1830. A certificate of antiquity quired from the dealer.

ertain foreign perfumes, watches, eras and silverware, whose trade- k is registered in Washington, can- be brought in without a certificate elease from the trade-mark owner. ck on merchandise in these cate- es before making a purchase.

ou cannot bring in certain specified s, vegetables, plants, cuttings or s. Other kinds of plants and un- essed plant products must be in- ted or treated before admission.

efore importing pets, certain health ulations must be observed. Obtain information from your nearest lic Health Service quarantine officer.

oreign made articles such as eras, watches and professional equip- nt which you might have difficulty ving you took with you upon de- ture from the United States can be istered at any custom-house before r trip to protect you against possible y charges when you return. Both New York International and Los Angeles International Airports have customs desks which will register such articles for you.

Foreign Currency. You can easily convert your American dollars or travelers' checks into the local currency at your first port of entry abroad. All major airports have a currency exchange to accommodate travelers.

It is advisable to carry one of several types of travelers' checks rather than a large amount of U.S. cash.

If you wish to be prepared for your first stop, change some money at a local bank providing this service before you leave.

The best assistance in the area of foreign currency exchange is a handy pocket-sized converter showing exchange rates in various countries. Obtain one free of charge from your large local bank.

Choosing a Group Travel Firm: Some Considerations

How should you choose a tour operator or travel agent? There are a number of critera you can use, the first of which would be membership in professionals organizations. Is the firm a member of the NIRA Travel Council, or of the American Society of Travel Agents, or of the International Air Transport Association, Transatlantic Conference, and other groups?

Next, consider his local reputation. Perhaps your Chamber of Commerce, or Better Business Bureau can be of assistance.

Consider price. But remember that when you shop around you must ask for bids on *comparable* packages.

Is the agent familiar with the area he is selling? Does he have access to first-hand information?

Perhaps the soundest criterion is his contract with previous clients. If he did a good job for XYZ company, chances are he'll do okay by you, too.

(For evaluation of the land and transportation specifics of a particular tour, use the NIRA Travel Council Check Lists printed in the Jan-Feb issue, 1965, or write for same.)

Reputable travel firms say there's really no reason for dissatisfaction with the firm you choose to represent you—if you've done your homework beforehand.



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Young man with B.S. Degree in physical education, three years experience as a Special Services Officer for the Army, and two years experience in industrial rcreation seeks position as industrial rcreation director. Salary, $8,000
Box #137—RECREATION MANAGEMENT

Choral and Musical Director. Woman seeks position in industrial organization recreation program in Southwest, Florida, or California. Presently not employed. Top training and references. $7,500 a year minimum.
Box #136—RECREATION MANAGEMENT

Man with great variety of experience in sports, sports writing, and industrial recreation, including ten years with an American firm in Saudi Arabia, seeks new state-side position as industrial recreation director. Bachelor's degree in physical education and social science. Married, 1 child. Salary, $10,000.
Box #134—RECREATION MANAGEMENT

Young man soon to have master's in recreation seeks position as director or assistant in employee activities. Married, no children. Acceptable salary, $6,000-7,000.
Box #133—RECREATION MANAGEMENT

Man with Master's in recreation leadership from the University of Minnesota and 15 years experience in military and municipal recreation administration seeks new position in industry. Married, 3 children. Salary, $10,000.
Box #132—RECREATION MANAGEMENT

Young man soon to have master's in recreation from Colorado State seeks position on staff of industrial recreation department. Married, one child. Salary, $7,000.
Box #127—RECREATION MANAGEMENT

Young man with B.S. in recreation and business, plus some master's work in recreation and park administration seeks position on staff of industrial recreation department. Married, no children. Salary, $6,000.
Box #126—RECREATION MANAGEMENT

Man with extensive experience in recreation area management seeks position as industrial recreation director. Degree in economics and physical education from U. of Mass. Married, 2 children. Salary, $9,500.
Box #125—RECREATION MANAGEMENT

Recent graduate with B.S. from Oregon State seeks position in industrial recreation department. Married, no children. Salary, open.
Box #117—RECREATION MANAGEMENT

Man with experience as military special services officer now seeks position as industrial recreation director. Married, two children. Salary, open.
Box #116—RECREATION MANAGEMENT

Man with master's in recreation and 21 year's experience as military special services officer seeks administrative recreation/personnel in industry. Married, no children. Salary, $7,500 up.
Box #114—RECREATION MANAGEMENT

Young man with master's in recreation from Indiana U. seeks position as director or assistant of company recreation program. Some experience with municipal recreation activities. Single. Salary, open.
Box #112—RECREATION MANAGEMENT

Young man with ten years experience in industrial recreation seeks new work in personnel and/or recreation. Married, three children. Salary, upwards of $8,000.
Box #111—RECREATION MANAGEMENT

1961 Purdue graduate with B.S. in recreation seeks recreation and/or personnel work in industry. Married, no children. Salary, above $6,200.
Box #110—RECREATION MANAGEMENT

Young man with Physical Education degree seeks position with industry as professional recreation director. Two years experience in industrial recreation. Married, two children. Salary, $9,600.
Box #109—RECREATION MANAGEMENT

Young man with B.S. in physical education seeks position as industrial recreation director. Ten years experience in the field. Married, one child. Age 28. Salary, $6,800 to 7,200.
Box #103—RECREATION MANAGEMENT

Young man with M.A. in recreation seeks position as assistant to the recreation director. Married, one child. Age 28. Salary $6,500 to 7,500.
Box #102—RECREATION MANAGEMENT

Young man with recent M.S. in recreation administration seeks position as industrial recreation director or assistant in Los Angeles area. Also served as municipal recreation director. Age 28. Unmarried. Salary, open.
Box #99—RECREATION MANAGEMENT

Young man with more than ten years experience in industrial personnel/recreation work seeks new position in industry. Married, 3 children. Salary, $8,500.
Box #98—RECREATION MANAGEMENT

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about 15 miles of shoreline, of which 3
is excellent sand beach.

This wooded wildness contains rabbits
bear, coyote, and other animals. It is a ne
area for the rare bald eagle, America's
tional symbol.

The island has tremendous develop
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like it. In an age of congestion and pollu
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clear beauty that millions can enjoy.

If you or your associates are intereste
boating, or fishing for large lake trout or
gamefish, Lake Superior is the place for
The island could be used as your base c
for fishing, or your private hunting prese
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way System.

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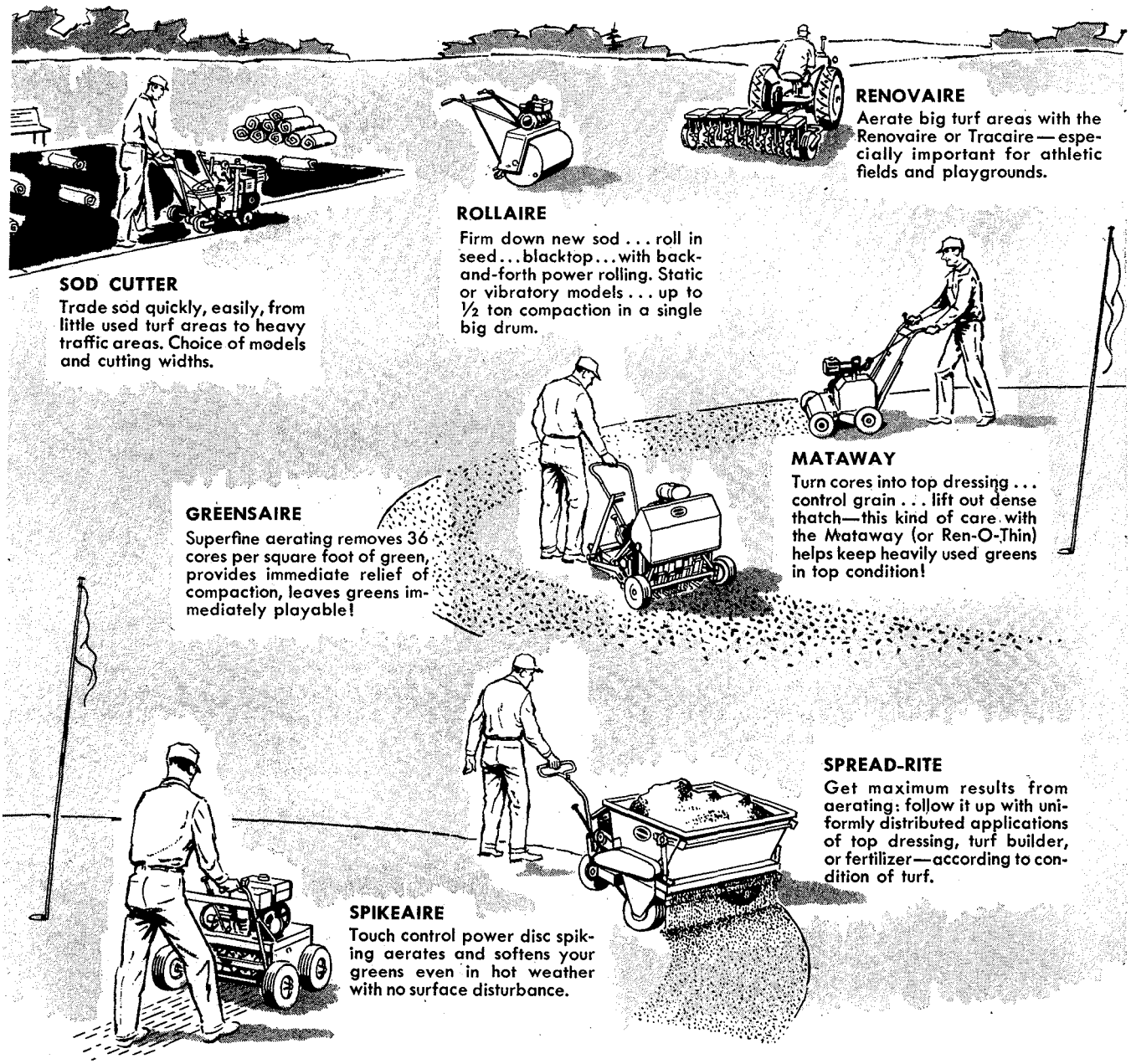
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Ryan builds the equipment you need to keep the turf in your boulevards, municipal golf courses, park and recreation areas in top condition. As the illustrations show, Ryan builds equipment for every turf maintenance job: sod cutters . . . aerators . . . power rake and thatch control units . . . vertical slicing units . . . spikers . . . power rollers . . . and spreaders. And Ryan builds them in sizes and capacities to meet the needs of every size park system, from a few acres to thousands of acres. This year, mechanize your turf maintenance work with golf course proved — golf course approved — Ryan power equipment. See your Ryan distributor or write:

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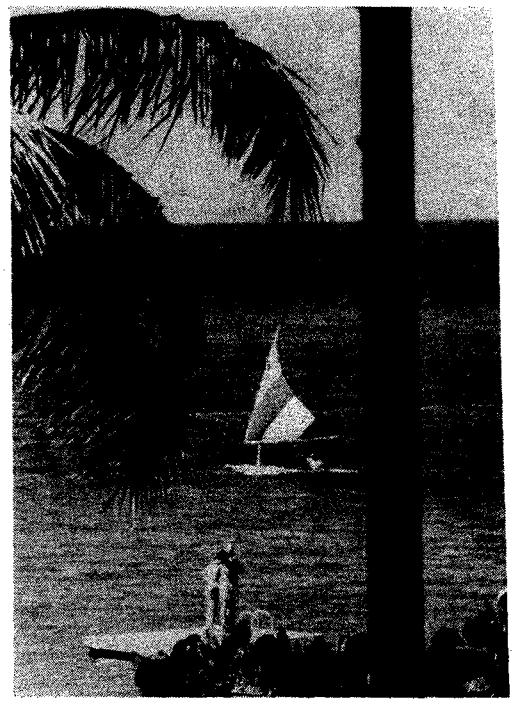
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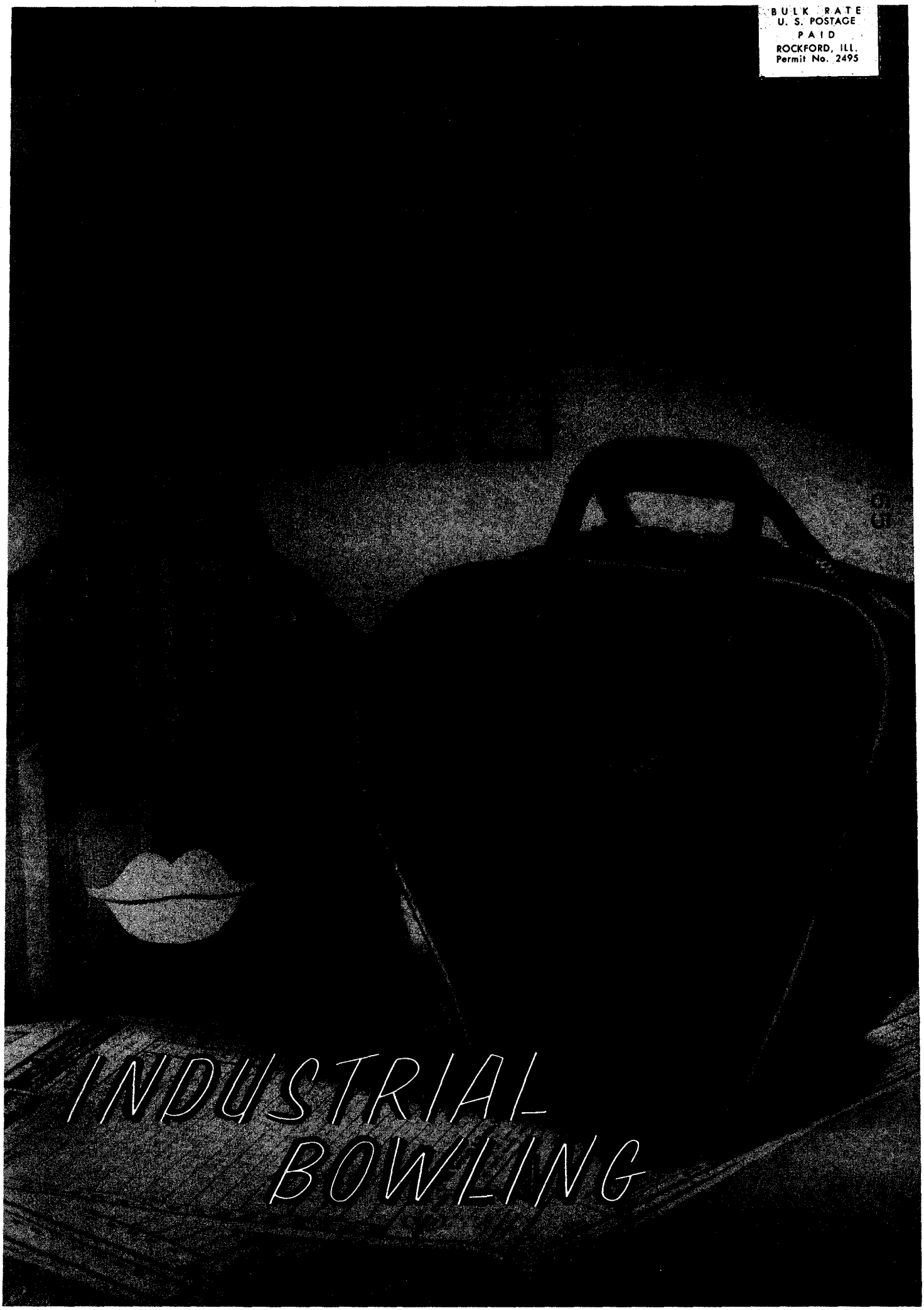


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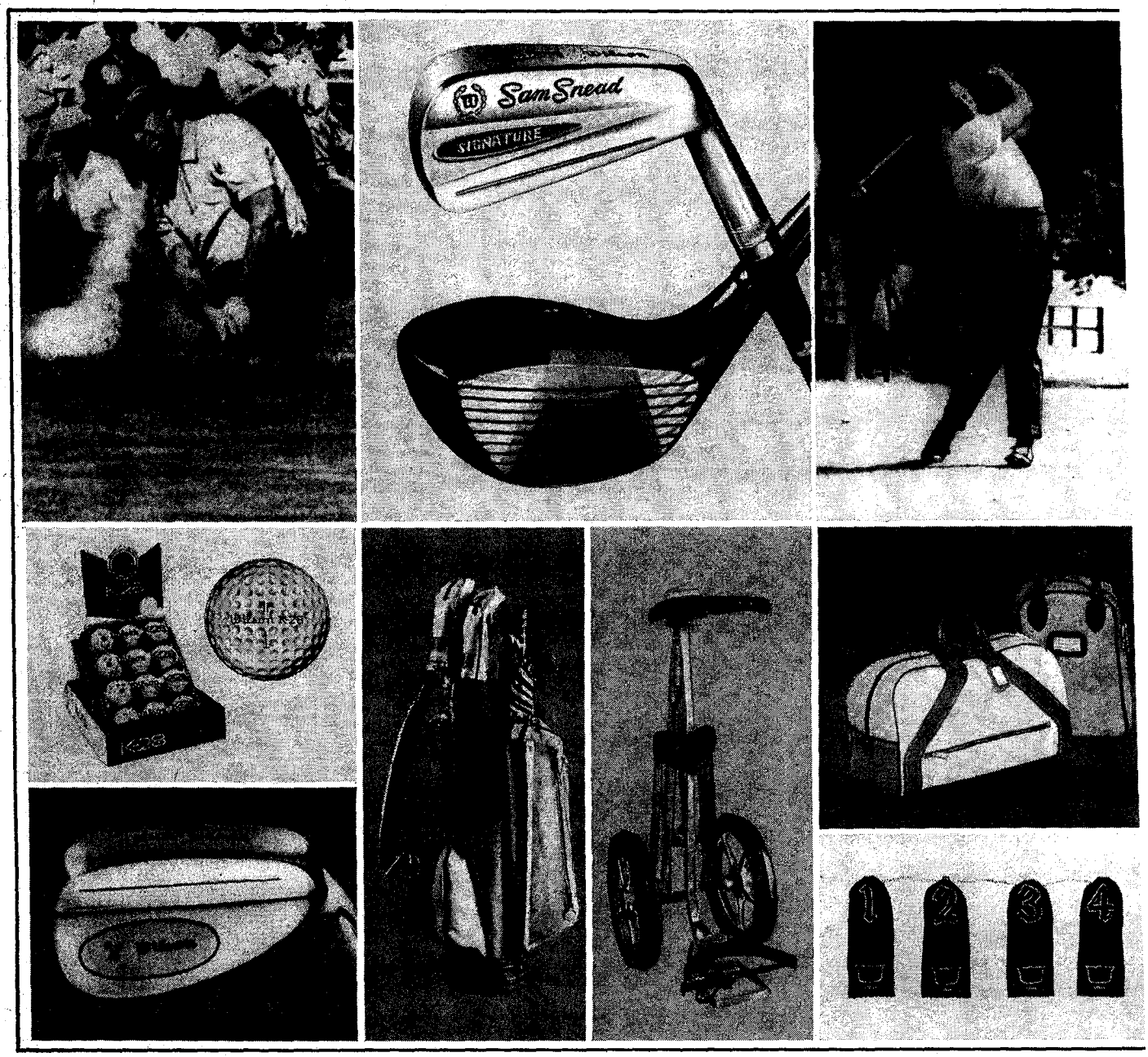
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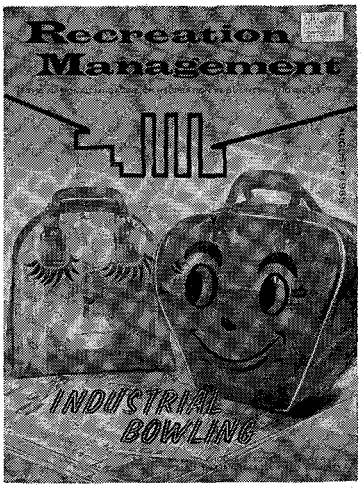
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AUGUST 1965
Volume 8, Number 6



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NATIONAL INDUSTRIAL RECREATION ASSOCIATION NIRA

Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

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signs of the times...

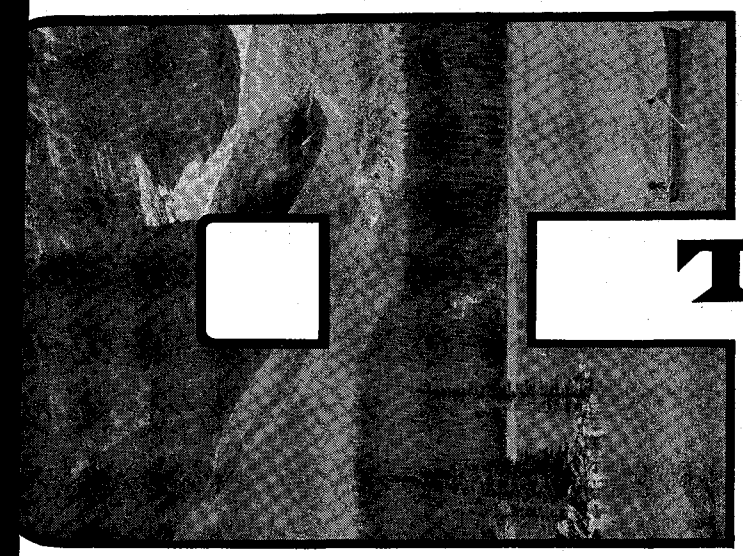
RECREATION A RECRUITING TOOL? That Wall Street Journal story you may have seen in May, which reported on industrial recreation nationwide, cited several firms which use company golf courses and the like as potent recruiting tools. Pressures on small town big companies, like Cummins Engine, to keep qualified personnel from running off to the big city is enormous, reports the Journal. Cummins therefore built a golf course and donated it to its "home-town", Columbus, Ind., figuring the town could put its taxes to work in other areas where they would do the most good—schools and sewers, for example. The community in which they will work is often the deciding factor in the choice of a job. Thus the big stake many companies now have in such things as company parks and golf courses—and overall community improvement.

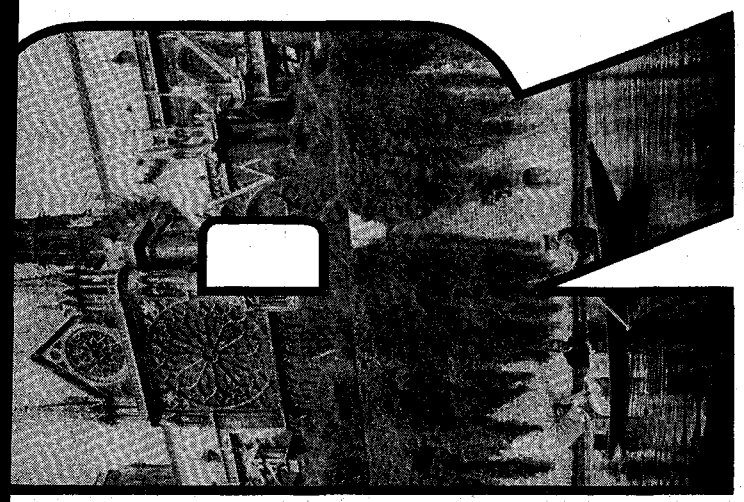
HEAT STROKE ALARM. For coaches and recreation directors supervisin strenuous outdoor activity, a Dallas firm offers an instrument tha gives warning when solar heat and humidity are high enough to present heat stroke dangers.

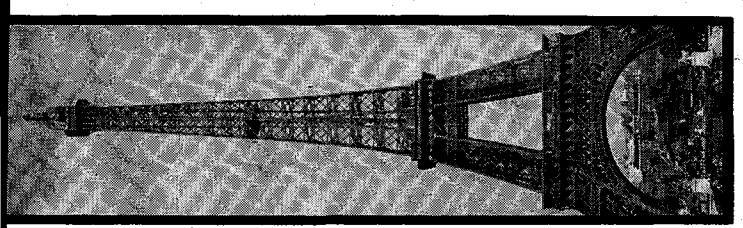
BLUE COLOR ARISTOCRATS. In their leisure hours, the "blue-collar aristocrats" have enthusiastically adopted middle class tastes for golf, boating, and travel, with profound impact in the industries affected. The National Sporting Goods Association, Chicago, credits their spending with helping greatly to push sporting goods sales to an estimated $2.7 billion last year, from just over $1 billion in 1947. Other groups which attribute their current booms to the working class, include the Outboard Boating Club of America and the National Golf Foundation.

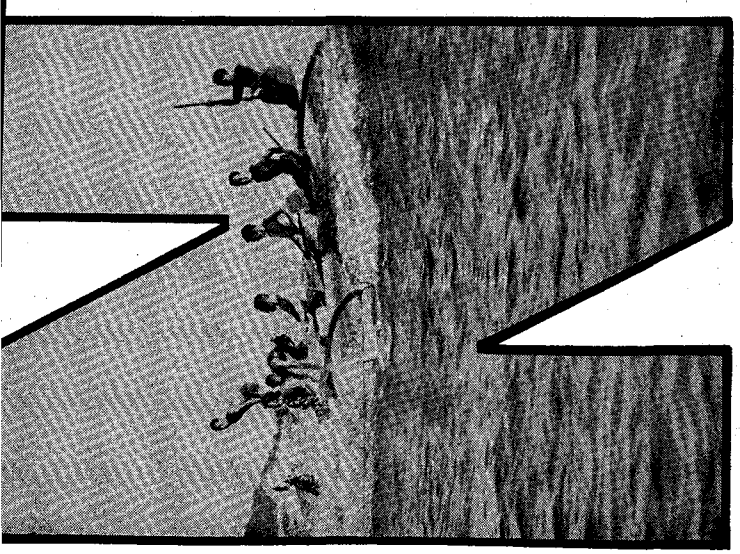
EXPLOSION OF MEDIOCRITY. As reported in Industrial Relations Newsletter, more important than the numbers game of how many jobs are being gained or lost by technological advance is what the work content of those that do exist will be, according to Leo Cherne, execu tive director, Research Institute of America. "Since it is inconceivable that by 1980 we will have heeded the siren call to the 'workless world,' and entirely probable that the old 'work ethic' will still be our guiding light, the real question is how faithfull we will be able to live by its dictates." The great fear that shoul be haunting us, according to Cherne, is not of a mass of destitute, totally idle citizens, but an "explosion of mediocrity."

COST OF BOWLING TOO HIGH? The American Bowling Congress has gone on record as believing that the cost of league bowling is too high. They reportedly would like to launch a campaign to substitute "fun for funds." ABC believes that excessive league prize funds 1) increase dropouts by league members who find the weekly fee too high, 2) creates frequent and bitter league disputes, 3) offers the temptation to misappropriate funds, and 4) reduces the number of leagues. As a result of the ABC campaign, some leagues have already curtailed their funds. One league cut the fee altogether; another eliminated cash awards altogether in favor of trophies. Unfortunately, the prize fund idea is deeply ingrained in league bowling and abandoning it now could create as much dissatisfaction in some circles as it would dispel in others.









TRAVEL Council

AT YOUR SERVICE FOR BETTER EMPLOYEE TOURS

NIRA's Travel Council, founded in 1957 to give guidelines and to develop aids for companies interested in employee group travel, now includes the following leading firms:

TOUR OPERATORS
Alpha International
American Express Co.
American-International Tours & Travel
Ask Mr. Foster
Happiness Incorporated
KKS International
Overseas Travel Co.
SanMar Tours, Inc.
Tauck Tours, Inc.
Travelpower, Inc.
Unitours, Inc.

CARRIERS
Air France
Air India
American Airlines
Bonanza Airlines
French Line
Irish International Airlines
KLM Royal Dutch Airlines
Sabena Belgian World Airlines
Swissair
Trans International Airlines
Trans World Airlines

HOTELS & ALLIED GROUPS
Hilton Hotels Corp.
Hotel Corp. of America
N.Y. Convention & Visitors Bureau
Sheraton Corp. of America

Send to the Travel Council for any of the following employee travel program aids:

Clip out and send to: NIRA Travel Council, 20 N. Wacker, Chicago 60606

- ☐ Starting an Employee Travel Club
- ☐ Sample Employee Travel Club Constitution
- ☐ Air Transportation and Land Arrangements Check List
- ☐ Services for Families Who Travel by Auto

Gentlemen:
Please send me the information I have checked.

Name_____

Title_____

Company_____

Address_____

City_____ State_____ ZIP_____



Spark Up That Bowling Program With Something for the Ladies

For perhaps a decade or more, bowling has ranked Number One among mass participation sports in U.S. business and industrial recreation programs. Despite some recent rumblings, nowhere is there evidence that any other sport will soon overtake bowling as the industrial employee's top ranking sport.

In NIRA surveys, throughout the 1950's and 1960's, bowling comes back with from 93-95 per cent of U.S. and Canadian firms indicating that they sponsor teams and leagues among their employees.

As far as the women are concerned, bowling appears to have been one of the best things that's happened since the passage of the 19th Amendment. As more and more women have entered the business and industrial world, they have become more of a factor to be reckoned with in the planning of the employee recreation program.

Bowling, hands down, is the sport most women employees prefer, and participation ranks as high among them in some firms as in the activities designed strictly for the ladies. Why women have taken to the sport is largely a mystery, but apparently conditions surrounding bowling were just right for encouraging a large influx of females.

A unique feature of the game is the fact that size and strength do not determine skill. Many of the current women's bowling champions are of average size or smaller. Several weigh less than 100 pounds.

Bowling has continued to grow during the past five years, and women bowlers, bowling in company leagues, have accounted for much of that increase. Factors in t continued growth of bowling include the organizatio which make the rules for participation in sanctioned bo ing leagues, including the American Bowling Congress (men), and the Woman's International Bowling Congre Inc., for the women.

Organizers of bowling programs for women may be terested in the part WIBC can play. The Congress is a no profit organization with a membership of more than 2 million lady bowlers, a big percentage of whom participa in company leagues. Organized in 1916, WIBC's purpo has been simply to increase interest in bowling amo women in the U.S.

In the early days, it was really an adventure for woman to become a bowler. "Those were the days," sa a modern promoter of the sport with some disdain, "wh channels were called *gutters,* lanes were called *alleys,* a bowling centers were closer to being barrooms than re reation spots." Still, it is true that the woman who bowle then did so almost at the risk of her reputation, and ma an old-timer can recall the ridicule heaped upon wome bowlers. Pity.

According to the information available, the first women league was organized way back in 1907, in St. Loui Many of the participants in that original league, we among those who helped organize the WIBC and ran th first national tournament in 1916. The 40 participants hand were quite a contrast with the 5,071 who turned o

he 1964 WIBC Championships in Minneapolis.

Today," says a WIBC spokesman, "each member has a e in policy making, through the election of delegates attend the annual convention, where all important ness of the Congress is discussed and a plan of action he coming year is laid out."

VIBC joined with the American Bowling Congress in 4 in the financial and administrative support of the erican Junior Bowling Congress. "This was with the ization that the juniors would turn into the adult mem- s of the future," the spokesman said.

erhaps your women bowlers would be interested in mining membership in WIBC. If so, here are some of membership services:

—*League Supplies.* Soon after a league applies for ction, a sanction certificate is mailed, along with a kit taining necessary forms, booklets, and awards informa- . Many other how-to-do-it publications are available n request.

—*Awards.* WIBC says it gives out something like 0,000 awards in all each year to the nation's women wlers (a ratio of something like one award for every r members). High score awards are given in recognition special achievements in WIBC sanctioned leagues and rnaments. Emblems are given to the champion team of ch sanctioned league, and there are awards for special ts, like a triple score, converting a 7-10, etc.

—*Sanction.* In cooperation with ABC, WIBC sanctioning given only to leagues that bowl on lanes that conform to cepted specifications and conditions. A bonding pro- am is available at modest cost to protect the league's nds.

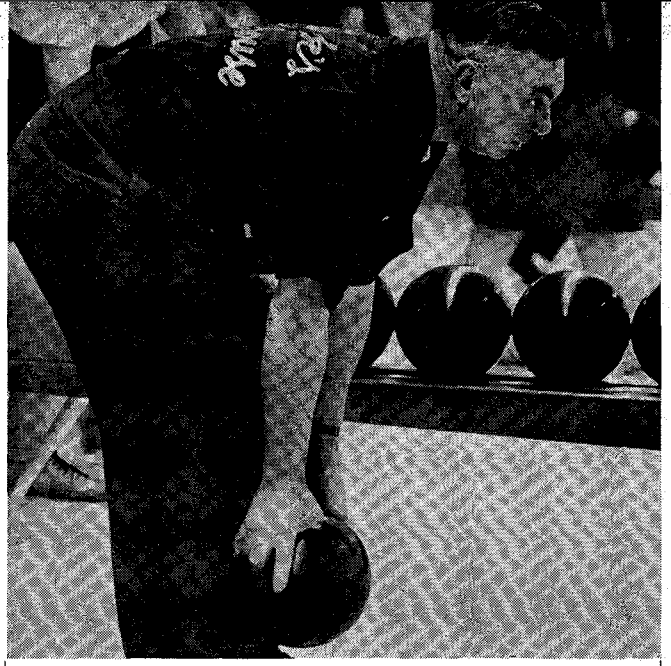
—*Publications.* WIBC offers some publications free of arge to individuals and member organizations, including e Bowlers' Manual, Foul Rules, an average calculator, a ndicap manual, and a rule book. The Congress also blishes a magazine, The Woman Bowler, which covers e field.

The tie-in between WIBC and industrial bowling was monstrated last May at the WIBC Championship tourna- ent in Portland. An employee of NIRA-member Eastman dak Co., Rochester, N.Y., Mrs. Ann Brown, was a sub- tute on the team sent to the tournament by Eastman. at team was chosen by a roll-off among women's agues, and Ann replaced a woman who couldn't make e trip. Kodak has many bowling teams as part of its mployee recreation program—even owns and operates a ivate bowling facility in Rochester.

Ann, who is a wire assembler, proceeded to bowl 581 the team event, 610 in doubles and 590 in singles for a ne-game total of 1781—good enough to finish ninth mong the more than 20,000 participants in all events. his was even more of a feat, considering Ann had been active in bowling circles for more than a year because of n operation.

On the basis of that performance, Ann was chosen for ne six-woman team which will represent WIBC and U.S. omen in the fourth Inter-American Tournament in Guate- ala City in November—a tournament run for amateur owlers throughout North, Central, and South America.

Of prime importance to your firm, recreation for women, ho are, after all, at least as socially inclined as men, is a actor in deterring turnover. Sharpening up your bowling rogram is a good start toward building the idea that your rm is a pleasant and congenial place to work.



ABC, WIBC, AJBC, BBIA- Hey, Wait Just a Minute!

If you find yourself confused by all those initials you see thrown around in reference to various national bowling organizations, and what they may or may not be able to do for you and your bowlers, you wouldn't be the first one.

Many of these intricately initialed organizations have services which could be of significant value to the industrial recreation director and his employee bowlers. Below R/M attempts to make some sense out of all those abc's.

American Bowling Congress (ABC), 1572 E. Capitol Dr., Milwaukee, Wis. Serving individual male tenpin bowlers. Special services for industrial leagues and teams include kits for league secretaries, free films, awards program, and sanctions.

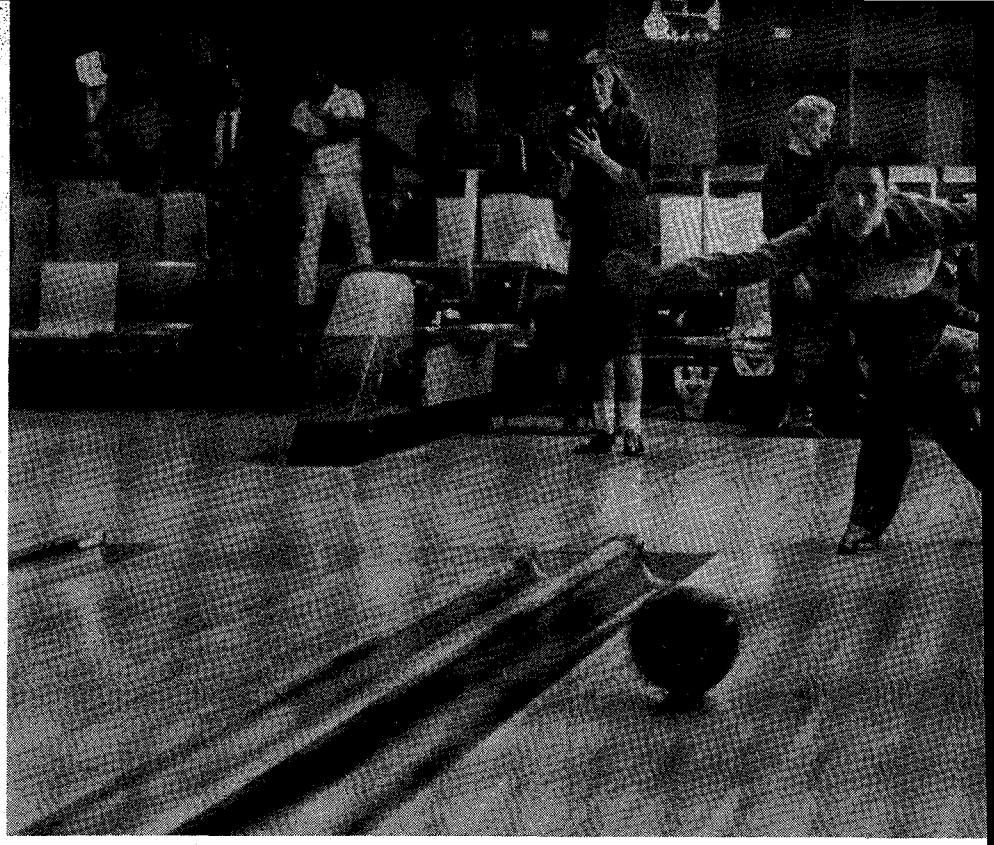
Woman's International Bowling Congress (WIBC), 1225 Dublin Rd., Columbus, O. Serving individual women tenpin bowlers, with services for industrial leagues similar to those of ABC.

American Junior Bowling Congress (AJBC), 1572 E. Capitol Dr., Milwaukee, Wis. Serving youngsters, 18 and under. Special services for sponsored groups include variety of printed program aids, sanctions, and consulting services.

National Bowling Council (NBC), 1420 New York, Ave., N.W., Washington, D.C. Primarily a liaison and coordinating group among the various bowling organizations. Has no direct services for industrial bowlers, with possible exception of several films and manuals.

Billiard and Bowling Institute of America (BBIA), 23 East Jackson Blvd., Chicago, Ill. Trade association for bowling (and billiard) manufacturers. No direct services for industrial bowlers.

Bowling Proprietors' Association of America (BPAA), Inc., Executive Plaza, Park Ridge, Ill. Trade Association for bowling proprietors. No direct services for industrial bowlers.



How to Choose a Bowling Center – A Check List of Requirements

If you have occasion to start a new bowling league, or if you are relocating all or part of your existing bowling leagues, here is a check list which may be a help to you in zeroing in on the lane or lanes which best suit your requirements.

✔ **Accessibility.**

Whatever the other advantages of a particular lane might be, it would seem that this is one of the essential criteria in choosing a bowling site. Don't get fooled into thinking that the lane has to be close to the plant or office building. Know where most of your league members live and select a site most easily accessible to them. League members will probably want to go home from work first, before going to the bowling center.

✔ **Equipment.**

Every modern bowling center today uses automatic bowling equipment, but league secretaries should check other equipment as well. Score projection devices, comfortable chairs, adequate spectator seating, and other devices that make for efficient modern bowling are factors. Check the condition of pins and bowling balls.

✔ **Courtesy and Service.**

League secretaries report that they almost *never* encounter discourteous managers or staff members when contract signing time rolls around, but what about the rest of the year. Check the manager's references. If other leagues have moved out, find out why before you sign.

✔ **Accommodations.**

Check the extras. Would having a supervised nursery f working mothers be an advantage to your leagues? Wh about clean rest rooms, locker rooms, snack bar, and coc tail lounge?

✔ **Cleanliness.**

Check closely the general state of cleanliness. A dir bowling lane can ruin a team's average, since it substantial affects ball delivery. A good manager will see to it that h maintenance staff cleans his lanes three times a day, and buf them at night. A good clue to the housekeeping habits of manager is the condition of the tables, rest rooms, and foyer Bad housekeeping here usually means worse housekeepin in other departments.

✔ **Soundproofing.**

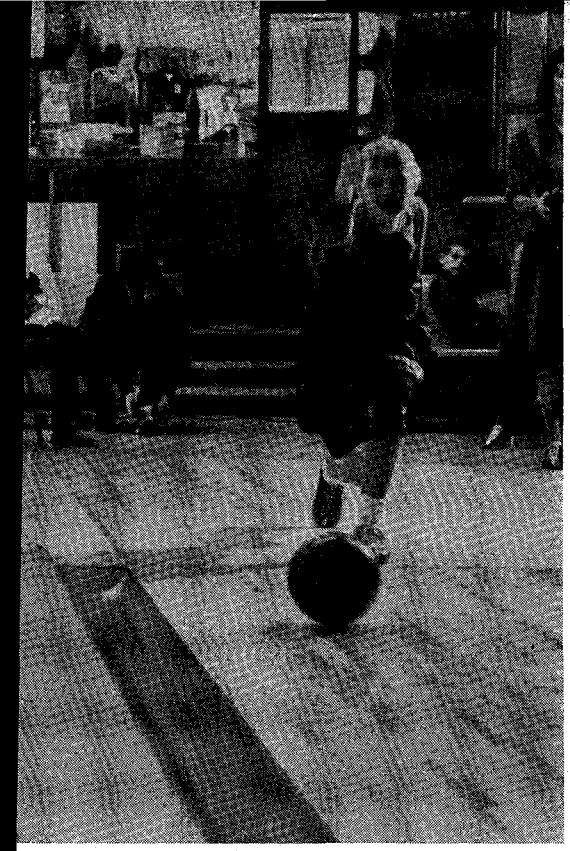
Modern bowling centers are quiet, but some are quiete than others. If a center is well soundproofed, it should re duce wear and tear on the bowlers' nerves.

✔ **Parking.**

Adequate, well-lighted parking lots are a must for an center competing for league contracts, since most team members drive to the center. A top bowling center nowaday is flanked by well-paved parking lots, fully-illuminated t discourage vandalism.

✔ **Publicity.**

Is the bowling center able and willing to give you promo tional assistance, by helping get the names of your bowler into the local papers and company publications? Some cen ters are staffed to do an excellent job of this area.



Pro Shop.
Secretaries who select centers with fully equipped pro ops will be giving their league members the opportunity to tain equipment—including balls and shoes—tailored to their dividual needs. Surveys show that most serious bowlers entually buy their own equipment.

Instruction.
Many lanes provide free professional instruction, even ough most of your die-hard industrial bowlers will never quire these services. But this is an important service for eginners.

Air-Conditioning.
Air-conditioning and air purification equipment are essenal to bowling the year around, but particularly in the sumer months.

Decor.
Not the most important criterion, decor is nevertheless n important part of attracting some of the more fastidious mployees to participate in the bowling leagues. Look for steful decoration, good lighting, carpeted foyers, spectator iewing areas, and well-planned color schemes.

Industrial recreation directors and league secretaries harged with picking a bowling site should not be shy about hecking out these points, as well as other special requirements of your company's bowlers. Every league represents lot of their hard earned money.

More important, their satisfaction is vital to the success f your overall recreation program.

Bowling: Some Season-Long Interest Builders

1. POSITION ROUNDS

Every third or fourth week, deviate from the regular round robin and schedule position rounds with the leading team playing the second place team, 3rd vs. 4th, etc. This insures a crucial series for each team in the league at regular intervals and is certain to tighten up league standings. It also puts competition on a more equal basis and maintains a high pitch of interest.

2. SPLIT SEASON

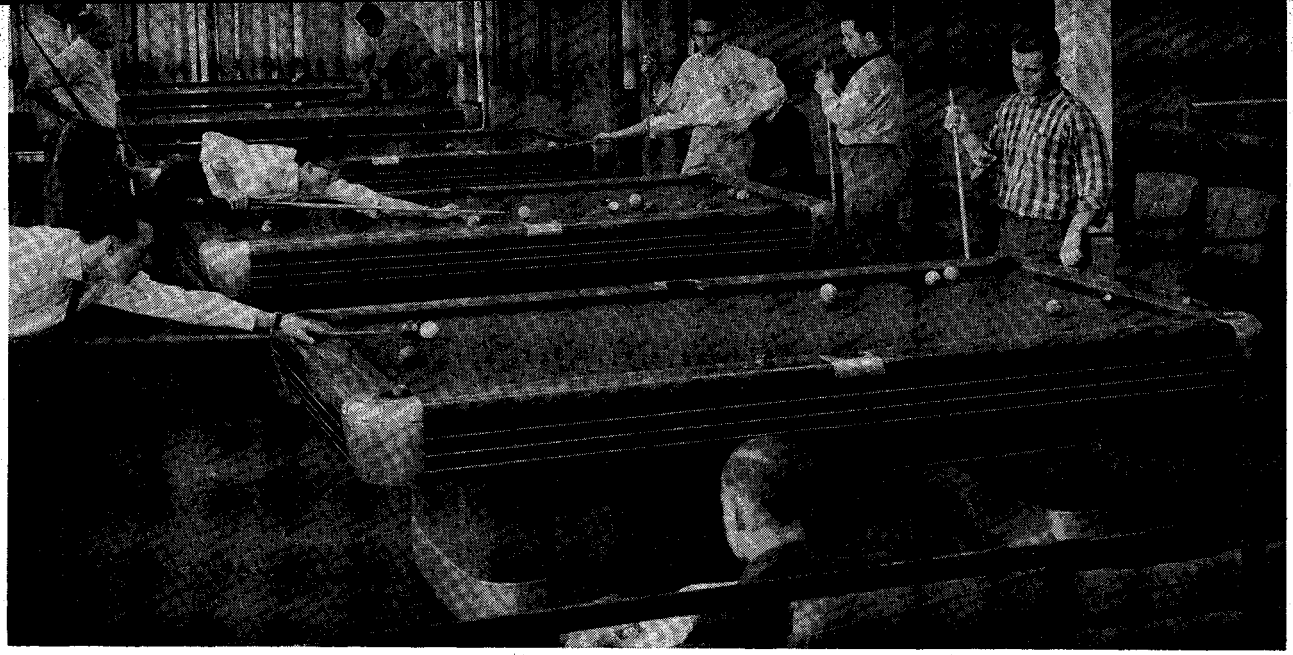
By splitting the schedule in half, you may come up with two champions who meet in a company "world series" at season's end. Even if the same team wins both the first and second halves, also-rans will get a big boost when they have a chance to start all over at mid-season.

3. FOUR POINT SYSTEM

Here's a different, but popular method of determining league champions. Award one point to the winning team of each game, then add an extra point to the team scoring the highest pin total for the series. This system keeps everybody hustling in each game of each series.

4. SWISS ROUND ROBIN

Ladder-type tournament, can be held over the full season, as a special event or in conjunction with regular league play. Teams (or individuals) are listed in order by a predetermined method. No. 1 plays No. 2, 3 vs. 4, etc. Then for the second round, teams are again paired by their position on the ladder: 1 vs. 2, 3 vs. 4, etc. Purpose is to advance up the ladder to the number 1 position.



"14.1 Pocket Billiards"

The Game for Uniform League and Tournament Play

Billiards, they say, is "an ancient and honourable sport." England, France, Ireland, Spain, Germany, Italy, and China variously claim to have originated the game, and if Shakespeare is historically accurate, Pharoah was playing it in the shadow of the pyramids before the Christian era began.

Take a peek inside the official billiard rule book, and you can learn some pretty fascinating things—that is, if you have a basic liking for the sport. You'd probably be surprised to find the rules for not *one* game, but fully 27 variations of billiards in all.

First, expel from your mind a common misconception. There is no such game called "pool." At least not *officially.* Nowhere in the 112-page official rules of the sport can you find any reference at all to "pool." According to Willie Mosconi, 15 times World Champion, the term probably had its origin in England where billiard tables were kept in "pool rooms"—which were off-track (but legal) betting rooms rather than billiard parlors. But the term stuck.

In America, the term still connotes the crowded smoky hall where ruffians and hustlers hang out—an image, incidently, which bowling apparently had to rid itself of before the big boom in the 1950's. Anyway, the modern billiard parlor is about as far from being a "pool hall" as Maine is from California.

With billiards now taking on the trappings of a family sport, it seems a good time to revert to the "ancient and honourable" terminology, and the manufacturers will all give you a gold star if you strike *pool* from your vocabulary.

There are two main kinds of billiards: *carom* billiards and *pocket* billiards. (*Snooker* is a close relative of pocket billiards, rather than a separate *genre.*)

Carom billiards used to be as popular as pocket billiar but it now takes a second place. Some billiard parlors ha carom tables, as do lots of exclusive men's social clubs. T carom table has no pockets, the object of the game (give take nine or ten variations) being to hit two object balls wi the cue ball.

One indication of how "out" carom billiards seems to at the moment is that there hasn't been a major championsh in any carom game since 1953—this despite the fact that the early 1900's there were world championships every ye in no less than three variations of the carom game.

On the other hand, there have been world championshi in pocket billiards more or less continuously in the Unit States since 1878.

There are more variations of pocket billiards than the are of the carom game. There's "Rotation" and "Eight Bal —two of the most common varieties, which have been playe avidly for decades by every college boy (and more recent by college *girls*) between classes at the "Union."

Then there are the lesser known variations, includin "Bottle Pocket Billiards," played with two object balls an a cue ball, where the idea is to knock over the "bottle" wit one of the object balls as well as get them into the pocket.

There's "Cowboy Pocket Billiards," which is an odd com bination of carom and pocket billiards and is played wit three object balls and a cue ball. The idea of "Golf Pocke Billiards" is to play six *holes* with an object ball and a cu ball in the fewest possible strokes.

"Mr. and Mrs. Pocket Billiards" is supposedly easier fo

Some Games You Can't Find In Any Billiard Rule Book

You don't have to stick strictly to the rule book when organizing billiard activities for your firm's employees. NIRA recreation directors reveal that a variety of games not chronicled in any official billiard publication are played with gusto by employee groups across the country. Here are several:

A very popular game for mixed teams, the men play rotation and the women play 61. General rules of pocket billiards apply, i.e., men must call shots and pocket the balls in numerical order. Women may play for any ball and are not compelled to call their shots. The winner, either man or woman, must total 61 points.

- **Miss and Out Tournament**

Popular among men players, generally requires less than one hour's time. Ten evenly matched players draw numbers to determine their turn to shoot. After the break, the number one player starts his inning. (Balls pocketed or a scratch on the break do not count.) He continues shooting until his first miss when the number two player starts. The player making the highest run in his one inning wins the tournament.

- **Rapid Fire, One and Ten Ball**

Another quickie, 16 players of all classes draw to determine which four play on the four tables. Playing rotation, the two players who make the one and the ten ball are partners. If one player makes both the one and ten, the player getting the next highest ball is his partner. These players total their scores against that of the other two to determine the winner. Losers drop out, and the winners of the four games draw to start the second round. This continues until the final game decides the two winners.

- **Key Shot Billiards**

Permits players in different cities to play against each other, checking the results by telephone, telegraph or mail. Appropriate for straight-rail, pocket billiards or three-cushions.

Referee places balls on table in exact positions as indicated by a key shot chart. A player takes his first key shot and continues until he misses. The second key shot is placed on the table, and the player proceeds as above until all key shots are completed. He then totals his score for all his innings. If several players are represesnting your company, they take their turn at the table in rotation for each key shot. This procedure is also followed if all players are present.

xed groups to play than other kinds of the billiards—hence name. "Baseball Pocket Billiards" is so-named because h player gets nine "innings" and can shoot as many times one inning as he can sink balls in the pocket.

You can find a lot of other variations on the game in the cial rule book, and all too unfortunately not many of em are played today. Names like "Poker Pocket Billiards," ribbage Pocket Billiards," "Red Ball," and "Line-Up cket Billiards" probably made your grandfather's blood ge through his veins at a somewhat faster than normal ce.

As a part of stimulating new attention and interest in your mpany billiard activities, you might want to bring these riations of the game to the attention of your avid players. If your primary interest is in organizing billiard leagues d running tournaments for employees of your firm, the lliard Congress of America recommends that you use the riation of the game called "14.1 Pocket Billiards," which the official championship game, and the one most easily apted to league and tournament competition.

Basically, the rules for "14.1" are these: The game is ayed on a regulation pocket billiard table, with 15 object lls and one cue ball. A player can hit any ball he wants , into any pocket—without regard to color or the order in hich the balls are sunk. He must, however, "call" his shot, e., designate the pocket into which he will hit the ball. (In orld championship play, a player can shoot until he misses, cking up the balls again and again, even if—as Willie Iosconi did in a 1954 exhibition—he can knock in 526 raight. Such championships are usually played to a point tal of 125 or 150, however.)

In the version of 14.1 recommended for league and tourna- ent play, the game is played on a basis of 20 innings, in- ead of to a predetermined point total. A player is entitled 14 shots per inning, unless, of course, he misses. This version is vastly more interesting to spectators, BCA claims, and also prevents exceptionally good players from hogging the show. Of importance to recreation directors is the fact that the 20 inning game is easier to schedule, with the average game lasting 20 to 30 minutes and a three-game league taking about an hour and a half.

To organize a league, get in touch with the "hard core" of billiard enthusiasts at your company. Any number of players can play in a league, but the actual number will depend on the number of tables available to you, either at the company recreation center or at a nearby billiard parlor. If you have six tables, for example, BCA says you should have a minimum of 12 players, and a maximum of 24.

Two-man teams are best for your leagues, though three- and four-man teams are possible. You'll probably want to get things underway by electing officers for the league, just as in bowling. Starting times, player fees, handicap basis, etc., should be decided by the players themselves, and the secretary should get 10¢ per player per night for keeping records.

The first night of play should be a "scratch" competition, since no man's ability would be known. In the following weeks the league handicap could be worked out, reflecting which man should be given a "spot," and how many balls he should be spotted.

You can buy, rather inexpensively, or make billiard score sheets on which the players can mark the frame-by-frame recapitulation of their games, with each sheet showing a 20-inning game.

If billiards strikes your fancy as a game which might catch on among employees at your firm, you can get more detailed information than we could possibly give here by writing BCA direct. Guides to league and tournament play, sample score sheets, and official rules of the game are available. Write Billiard Congress of America, 20 N. Wacker Drive, Chicago, Illinois.

NIRA Newsletter

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Insurance Program Underway, As List of Participants Grows

Spokesmen for the new NIRA Group Insurance Program (R/M, June-July, 1965, p. 18) said that initial response to the program "from the field" is encouraging, with a number of NIRA members already enrolled, and with several large and small companies studying the possibility of offering the program to all employees.

The program was under study and development by NIRA and its board of directors for more than a year before going into effect at the last meeting of the board in Milwaukee in May. Among other things, a survey indicating that many NIRA members were interested in this kind of service—something like 85 firms responded in the affirmative—convinced NIRA that this kind of group insurance program for the members was a practical thing.

Many associations like NIRA offer group insurance to their members. The reason is simple: group insurance is almost always a bargain. You can get a lot of it for not much money, because working as a group you have "mass bargaining power."

Another prime advantage is that medical requirements are lenient. There is no "medical exam" in the usual sense. Instead all applications are considered only on the basis of information contained thereon.

A point which makes the NIRA program unique among association group insurance set-ups is that all employees of NIRA member firms themselves become eligible for enrollment.

Another feature of the plan is that it's designed to be a supplement—a *voluntary* supplement—rather than a substitution for existing insurance programs in the NIRA member companies. Thus the recreation director may be the only one to enroll, or he may offer it to his staff, or perhaps use it as a membership stimulus for the employee recreation club, if membership is not already automatic by virtue of employment.

The plan provides an opportunity for NIRA members to acquire up to $40,000 with equal amounts of double indemnity and dismemberment benefits at the low group rate.

The plan is underwritten by the Continental Assurance Company, Chicago, one of the largest group insurers in the nation.

Special arrangements have been made for residents of Texas, Wisconsin, Ohio, New Jersey, North Carolina, and Maryland. The plan includes spouses and dependent children.

Several initial mailings have been made to all NIRA member firms, offering them enrollment in the plan, and the program administrators note that the initial response has been very good.

Interested firms are encouraged to have the company insurance department examine the plan in detail. For more information on the program write NIRA Group Insurance, Suite 1864, 20 N. Wacker Dr., Chicago, Ill. 60606.

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Good Fellow Club Gives to NIRR&EF

Officials of the National Industr Recreation Research & Educatio Foundation reported this month th had received a check in the amount $100 from The Good Fellow Club U. S. Steel, in Gary Ind. Former NIR President Ed Mitchell is recreation rector there.

The Good Fellow Club's donatio like all the other funds of NIRR&E will be used either for basic resear into industrial recreation or for schola ships for deserving students.

At its last meeting, in Milwaukee la May, NIRR&EF granted a scholarsh to James P. Negley, who has been a cepted for graduate work at Sacrament State College this fall.

Don Neer Wins CAE Award

Don L. Neer, NIRA's executive d rector, was among a select group of 3 of the nation's association executive



Don Neer and NIRA recreation library

named recently to receive the Char tered Association Executive (CAE) Award.

The honor is given by the Americar Society of Association Executives. Th CAE award, which is similar t NIRA's award for Certified Industria Recreation Administrators (CIRA), i given as special recognition to quali fied association executives.



t of NIRA's board of directors as they looked in recent session. (L. to R.) Larry Deal, Inland Mfg. ., GMC; Dave Chapin, Equitable Life Assurance Society of the U.S.; Fred Canaday, General tors; Art Conrad, Flick-Reedy Corp.; Dale Schafer, Delco-Remy; Jim Charrington, Polymer Corp., Ed Mitchell, U.S. Steel Corp.

ifetime Sports losts Conference

The Lifetime Sports Foundation, an ganization founded jointly by Ameri- n Machine and Foundry, Inc. and unswick Corp. earlier this year and aded up by former Oklahoma foot- ll coach Bud Wilkinson hosted its st national conference in Washington, . C., last month.

Participants included NIRA's execu- e director, Don Neer, as well as of- ials from such groups as The Athletic stitute; Association of College Unions ternational; President's Council on ysical Fitness; American Recreation ciety; National Recreation Associa- on; National Association of Recrea- on Therapists, the Bureau of Outdoor ecreation, as well as other groups.

Wilkinson explained the purpose of e LSF to the attendants and sketched ans for a program whereby the Foun- ation would assist various recreation oups in projects and research.

He noted that LSF preferred to work rough already established organiza- ons—for example, the LSF Education roject with AAPHER, which will pro- ote the teaching of sports skills in the hools.

loedorn to Speak t NRC Meeting

NIRA President Chuck Bloedorn, oodyear Tire & Rubber Co., Akron, ., will speak at the National Recrea- on Congress meeting, in Minneapolis October.

He will serve as a member of a panel n Employment Opportunities in ecreation.

NIRA Board and Travel Council To Meet In Fall

NIRA announced this month that its board of directors would meet in Chicago on October 15-16, 1965, to review programs and policies since the last board meeting in Milwaukee, and to discuss programs for 1966.

Of key importance to the board at the meeting will be the 25th Anniversary Conference of NIRA, which will be held next May in Cincinnati. Also on the agenda will be the selection of a site for the 1968 National Conference. Cities now interested in bidding for the conference include Boston, Washington, Detroit, Miami Beach, St. Louis, and Las Vegas.

NIRA's Travel Council, which is composed of leading firms in the travel industry, including airlines, hotels, tour operators and allied groups, will meet just prior to the directors meeting.

Meeting with the Travel Council will be NIRA's Travel Committee, which is composed of regular (non-commercial) NIRA members with substantial experience in the field of group travel.

Midwest Golf Day

A gathering of Chicago-area NIRA members held a golf outing on July 20, at the Gleneagles Country Club, Lemont, Ill.

Participating groups included the Chicago Park District, Grant Park Recreation Association, Chicago Recreation Association.

The outing has grown into something of a tradition of late, sometimes being held in cooperation with Milwaukee recreation groups.



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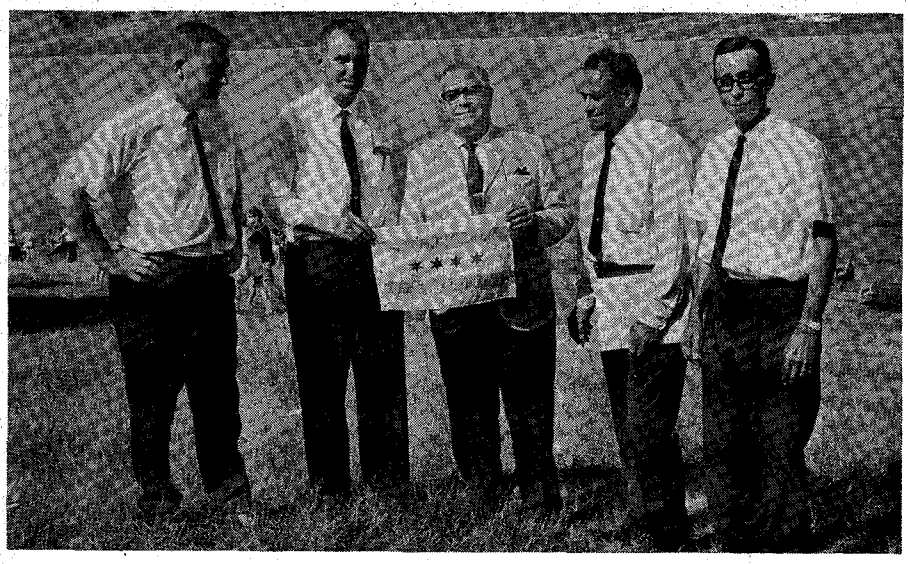
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An official Port of Chicago Flag and a plaque from the National Industrial Recreation Association were presented to the people of Poweshiek County by NIRA Director P. J. McCarthy, assistant director of recreation of the Chicago Park District. (L to R) Rep. Bert Bandstra, H. E. Hedrick, McCarthy, State Rep. Al Meacham, and Montezuma (Ia.) Mayor Miller.

Cincinnatians at Work On Big 1966 Conference

NIRA's 1966 Conference, to be held at the Sheraton Gibson Hotel, Cincinnati, on May 21-24, 1966, should be a "Whopperdoo."

Among the reasons is the fact that 1966 is the 25th Anniversary year of the founding of NIRA—the original meeting was held in Cincinnati, in 1941.

Theme of the Conference will be "The Best of Twenty-Fve," with the conference planners already hard at work on plans to bring back the all-time best speakers and programs from past events.

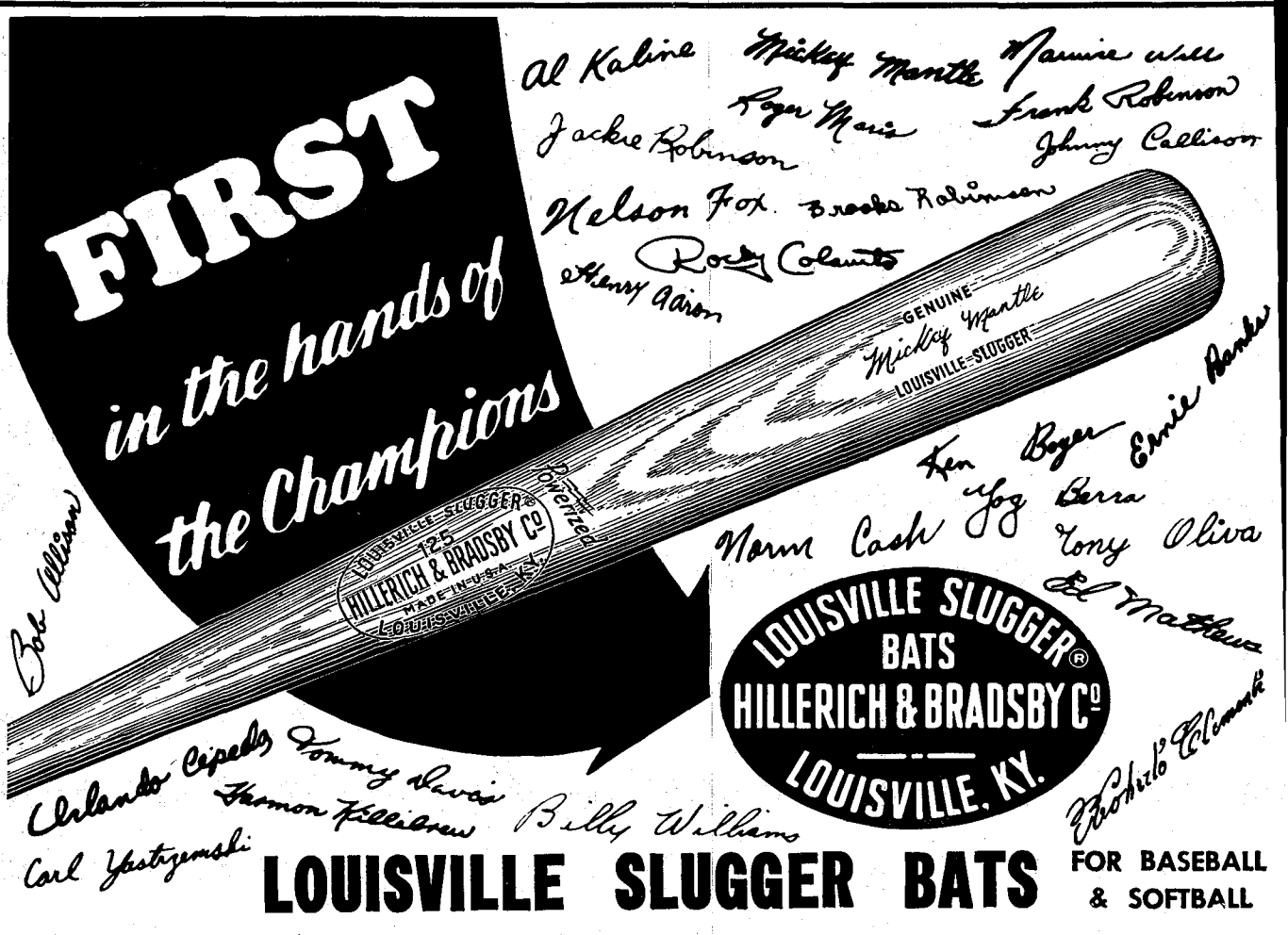
Why Join CIRA Program?

Certified Industrial Recreation A ministrators now number more th 150, which represents about a 40 p cent increase in the number of CIR since last year at this time.

Why the dramatic increase in t ranks of CIRA's during the past months? Not the least of the reaso is the fact that the CIRA Progra has filled a professional void for m and women involved in industrial re reation work.

Similar in intent to certificati programs for architects, accountan and other professions, the CIRA pr gram intends to show that those wh achieve certification are qualified conduct and administer industrial re reation programs.

In addition, since NIRA membe ship is held, not by individuals, b by companies, the CIRA program is means of recognizing the person performance and qualifications of th industrial recreation administrato who represent their firms withi NIRA.



To qualify for certification under CIRA program, an applicant must et one of the following experience-ining standards:

- Five year's experience as a rec-tion administrator or supervisor, th a minimum of one year in in-strial recreation, or—
- One year's experience in indus-al recreation and a baccalaureate gree in recreation, or—
- Two year's experience in indus-al recreation and a baccalaureate gree in a related field, or—
- Three year's experience in in-strial recreation and a baccalaureate gree.
- In addition to *one* of the above quirements, applicants must now ke a written examination to become Certified Industrial Recreation Ad-inistrator.

All applicants who meet one of ese requirements, plus high stand-ds of character, will be screened by e certification committee. This com-ittee will next meet in October of 965.

The potential of the CIRA pro-ram is great. Perhaps most signifi-nt is the fact that it is the only for-al effort now being sponsored by ny organization of any kind which ncourages high standards of service nd professionalism among recreation aders serving business and industry.

The certification committee consists f a NIRA past-president, and two ther members appointed by the cur-rent president.

The association's executive director serves as a non-voting committee member and keeps all CIRA records.

The program attempts to reach the following specific objectives:

- To make available to industrial recreation administrators, on a voluntary basis, a procedure for recognition of personal achievement.
- To raise job requirements, and status, of recreation administrators.
- To interest capable persons in entering the profession.
- To give all qualified recreation leaders identity in the profession, and a voice in its affairs.

This last point has been advocated by many recreation administrators who, by nature of NIRA's organization, are not entitled to a vote, or to hold NIRA office. Even the person named as the NIRA member company representative is literally and in practice a "company representative" and does not participate or belong to NIRA as an individual.

Completed applications must be submitted with the $10 filing fee which will be refunded if the applicant is not accepted. The annual renewal fee is $5.

Application forms and rules are obtainable from NIRA headquarters.

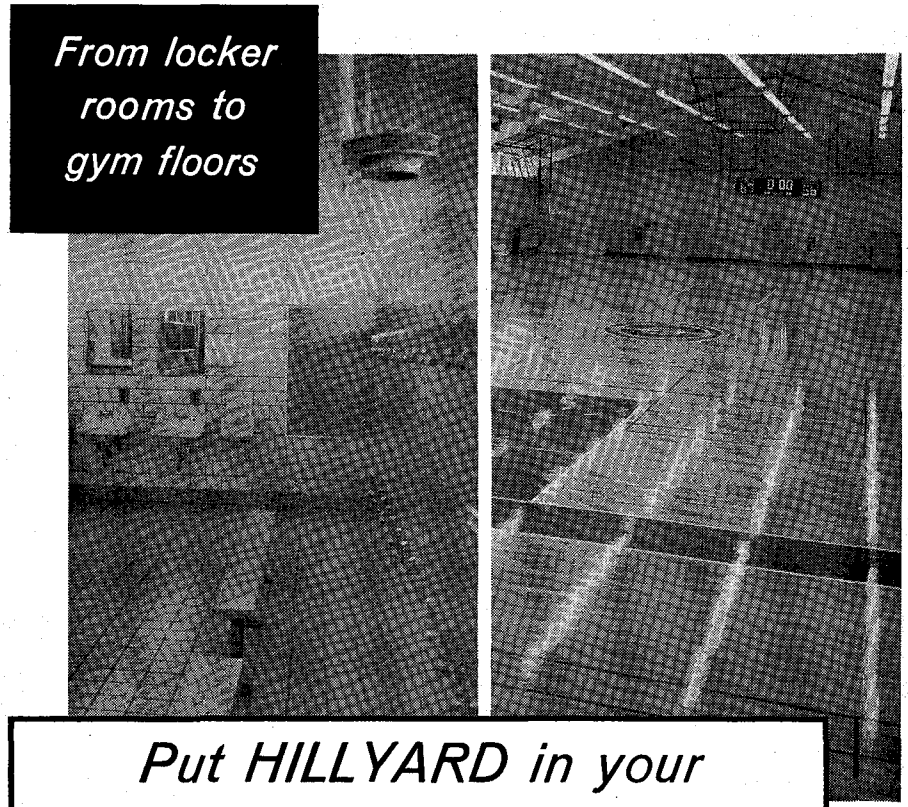
Western Conference Ahead of Schedule

With some seven months remaining rior to the next Region VII Confer-nce, Chairman Von Conterno, Aerojet-General Corp., Sacramento, Calif., re-orts that a definite site has been elected and that firm dates have been et.

The conference will take place at the l Dorado Hotel, in Sacramento, on ebruary 25-27, 1966.

Last year's Region VII Conference in hoenix broke attendance records for a NIRA regional conference and the acramento committee have plainly set heir sights on breaking the record gain.

There's the possibility of other NIRA egional Conferences around the coun-ry in late 1965 or early 1966. But the Westerners clearly have a tremendous ead start.



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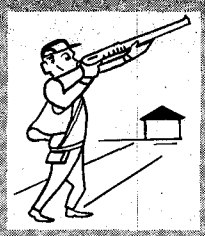
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IDEA Clinic

For Those Tail-End Teams: Some Special One Night Events



If the average industrial season run 33 weeks the industrial bowler rolls about 1,000 frames a year. That's a lot of bowling for a team way down on the bottom of league competition, and interest can begin to wear thin before the end of the season.

Perhaps imaginative programming is the solution to the problem. No rule says that league play must be scheduled every night of the season. Here are some special one-night events that provide an alternative to the long, drawn-out round robin seasons.

• SCOTCH DOUBLES

Partners alternate shots regardless of the situation. Lineage rate for each team is the same as the single game rate. Regular scoring methods are used. Especially ideal as a mixed event with wives, sweethearts.

• BEST BALL

Similar to golf event; can be used for individual, doubles or team play. Every player rolls his own ball, but the best score in each frame is selected and the best ball score is computed accordingly.

• HEAD PIN

A one-ball event, score counts only when the head pin is hit. Depending on whether one or two shots are allowed in 10th frame, maximum score will be 100 or 120. Special head pin handicap chart is available from the ABC.

• ONE GAME KNOCKOUT

Regular elimination tournament with winners decided on the basis of one game rather than a series. Tournament can be completed in one night. Winner from a field of 32 will roll nine games.

• RED PIN

One red pin is placed in each automatic pinspotter. When the red pin appears in the head pin position, and is hit, the bowler is awarded a special prize or bonus points. This should occur about once in every two games.

• 3 - 6 - 9

Each bowler is given a strike in the third, sixth and nint frames. He takes it from there. Similar game, "Lucky 7 spots seven strikes in various frames throughout a thr game series. Tends to equalize competition.

• LOW SCORE

Bowlers try to shoot the lowest score possible, but gutt balls count 10 points. Result: game involves a good deal c skill in hitting only the corner pins without rolling the ba into the gutter.

• MIXED DOUBLES

Men and women combine to make this one of the mos popular of all tournaments. Mixed doubles leagues have als become popular. Use regular scoring methods or any of th special events. Father and son, mother and daughter an any number of other combinations provide an excellent op portunity to bring the whole family into the recreation pro gram.

• BOSS'S TOURNAMENT

Managers and supervisors of each department which ha entered a team in the company league roll off to determin "Boss of the Year." Supervisors could also team up wit respective team captains in a doubles event.

• DROP ONE

Bowlers roll four games and are entitled to drop their low est score to determine the three game total. Can also b played as a team event using the three best team scores o each player's three highest scores.

• TURKEY ROLL

Added attraction for regular league play or in conjunctio with any special event just preceding a holiday. Award tur keys for high game, high series, etc. Runners-up could re ceive a goose, duck and chicken in that order.

AN EXCLUSIVE NIRA MEMBERSHIP BONUS

8 NATIONAL TOURNEYS

TOURNAMENT TOPICS

NEWS ABOUT NIRA'S COMPETITIVE EVENTS FOR U.S. AND CANADIAN BUSINESS AND INDUSTRIAL EMPLOYEES

FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOURNAMENTS

econd Annual Archery Tourney ets Underway This Month

Deadline for entries is past, and competition has already begun in the Second Annual NIRA Archery Tournament, co-sponsored by the Archery Manufacturers Organization and NIRA. Just prior to the opening of competition there was a rush of entries, and tournament administrators are confident that the level of participation will approximate that achieved last year.

The tournament runs for five weeks beginning August 1 and ending September 4, 1965.

Each participating team receives sufficient score sheets for each week's shooting from The Archery Institute, which is the operating arm of AMO in Chicago, and which serves as the administrative arm of the tournament.

Participating companies, on the other hand, are not required to field a full team of archers. Individuals can also enter the tournament. They are, of course, automatically eliminated from the team awards.

Participants send their scores back to The Archery Institute weekly for judging.

The top individual archer in the tournament will be sent on a deer hunting expedition to lush North Manitou Island, Lake Michigan—all expenses paid, of course. (Forrest Flaminio, last year's winner, did not compete as a member of a team, incidentally.) The Manitou Island trip is arranged through the courtesy of Shakespeare Co., a major manufacturer of fishing, golf, and archery tackle.

AMO officials felt it necessary to point out that acceptance of the Manitou prize trip would not jeopardize an archer's amateur standing.

In addition to that prize, a liberal distribution of trophy awards will be made to other winners in the event, including, first, second, and third place scratch team winners; first, second, and third place handicap team winners; and the corresponding winners in the individual competition.

Story of the tournament and the prize trip to N. Manitou will appear in future issues of R/M this fall.

Sponsorship of Armco Shoots Is Possibility

NIRA will work "extremely closely" with Armco Steel Corp., Middletown, O., this fall when that firm holds its Sixteenth Annual Armco Industrial Invitational Trap Shoot at the Middletown Sportsmen's Club in Middletown.

Spokesmen for NIRA said there is a possibility that the Armco event would be added to the official roster of NIRA-sponsored events, with Armco serving as permanent sponsor and host of the tournament.

Ninety-nine teams shot in the 1964 event, which was won by a sharp shooting squad from Remington Arms Co., in Bridgeport, Conn.

This year, NIRA will reportedly give some administrative assistance to the tournament.



Mail to NIRA: 20 N. Wacker Dr., Chicago, Ill. 60606 312 AN 3-6696

To Enter NIRA's Tourneys

Dear Sir: Please reserve a spot for us in NIRA's 1965 and 1966 tournaments:

Deer Trophy ☐ Bridge ☐ Rifle ☐ Pistol ☐

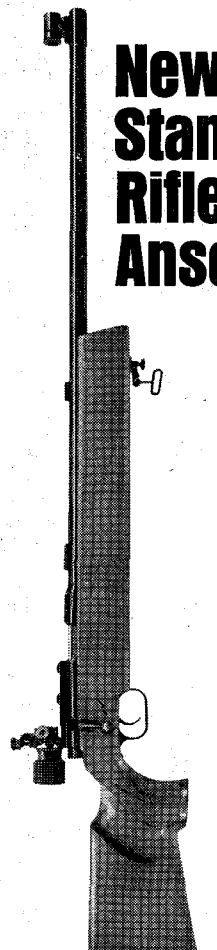
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New I.S.U. Standard Rifle from Anschutz



How can a rifle designed especially for international matches be just what U.S. smallbore shooters are looking for? Easy. The Anschutz people built a position rifle to meet the new International Shooting Union "Standard" classification. What they came up with happens to be ideal in weight and stock design for U.S. match requirements.

It's built on the same Match 54 action that was used by 7 out of 10 of the smallbore shooters in the Tokyo Olympics (and all the medal winners).

The 1408 weighs about 10 pounds, easily meets the I.S.U. limit of 5 kilograms with sights. The single stage trigger, adjustable for weight of pull, creep and backlash, is set for 500 grams (1.1 lbs.). A replacement spring is included to convert to a 3 pound pull for U.S. matches.

The 7/8" diameter, 27½" barrel is precision rifled and hand-lapped for peak accuracy. The French walnut stock has adjustable butt plate, raised cheek-piece, contoured pistol-grip and a deep forend for position shooting. Full length swivel rail and scope blocks. **$145.** (Sights extra.) Left-hand stock, **$157.**

Prices subject to change. For free full-color catalog, write: Savage Arms, Westfield 141, Mass. 01085. (A Division of Emhart Corporation, Savage, Anschutz and the Indian head Reg. U.S. Pat. Off.)

Savage ANSCHÜTZ

Golf Entries Stream into NIRA, Hamilton Braces for Tournament

Garland Munz, director of recreation for Champion Papers, Inc., Hamilton, O., reported this month that everything was in readiness for the 20th Annual National Industrial Golf Championships to be held in Hamilton on the weekend of August 14-15, 1965. Champion will host the tournament for NIRA.

Meanwhile Don Neer, NIRA's executive director, reports that the tournament's administrators have laid in a large store of trophies and merchandise



Jim Musille, Westinghouse Electric Corp., Mansfield, O., shot a six-under-par 136 to place first in last year's event.

awards to dispense to the winners of the tournament.

NIRA hopes to match the 500-golfer participation level achieved last year on Purdue University's twin courses.

One of the primary differences between this year's tournament and last year's, spokesmen said, is the fact that this year's event has a host company, Champion Paper.

Champion will run a "Golfer's Special Buffet" on the eve of the tournament at Thomson Park, the company's 60-acre employee recreation complex. Pairings for the tournament will be handed out at that time and local course rules will be discussed.

Eaton's Hotel in Hamilton will serve as tournament headquarters at other times during the tournament and many of the golfers will be staying there. Other golfers will stay at various hotels and motels in the area with reservations made direct. (NIRA is providing upon request a complete list of accommodations in the Hamilton area.)

Coaches, recreation directors, and executive personnel accompanying the players can play in a special "management tournament" on Saturday, Aug 14, at the Elks Club course.

This tournament is a four-man te event (36 holes). Using the aver scores submitted by the players, tea are ranked in order from the low average to the highest, and divid into two divisions.

The combined medal score of t four men representing each compa will determine the winner in each vision. The players will be divided i threesomes and no two players from t same company may play in that group.

Seek to Change NIRA Events to Regional Playdown

NIRA Tournament officials conf privately that there are some disadva tages to the "mail-order" fashion which most NIRA events are now bei handled.

Most of the tournament administr tors are known to feel strongly th only through a "regional playdow set-up will the tournaments continue generate enthusiasm and grow beyo a certain point.

Most of them hope that some NIR tournaments, including bowling, go rifle and pistol can soon be patterne after the successful NIRA Bridge Tou nament, which the association he earlier this year.

In that tournament, bridge playe first competed in their own companie region by region, with the winne flown at NIRA's expense to Chicago t play in the national finals.

Tournament "sponsors" for the mo part are known to be enthusiastic abo such a change. The National Rifle A sociation is strongly recommendin "head to head" competition in the rif and pistol events—whether the even is broken down by NIRA membershi regions or not.

There are a number of key problem which have delayed the switch to *a least* this point in the tournaments growth. For one thing, the tournament would be more expensive to administer for another they would require a grea deal of promotion and planning fro *within* the regions themselves, rathe than control and administration only o the national level. These consideration —and others—yet to be solved.

ishing Tournament nters Last Month

The NIRA/AFTMA Annual Fishing urnament swings into the final round competition this month, with com- y anglers sending in entries for ches taken in July up to August 15.

The tournament is run in three sec- ns, during the months of May, June, d July, with entries due at NIRA on 15th of the month following the ch.

Results in the first month of the tour- ment showed that it was a wide open e this year and any decent sized fish any species could win.

Fish are scored by rating the world's ord in a given species at 1,000 tour- ment points and comparing the NIRA tries to them.

Best point score in the tournament's ght years was John Sharp's 771.5 point tch last year, a brook trout that was most three quarters the size of the orld record catch in that category.

This year the best catch to date is a 5 point spotted weakfish, caught by bert Henke, Martin Co., Orlando, a. Best fresh water catch is a northern pike taken by William Heckrodt, Dow Corning, Midland, Mich., scoring 520 points.

In short, any fish yet taken in the tournament which is bigger than two thirds of the world record in its species, could still win the event.

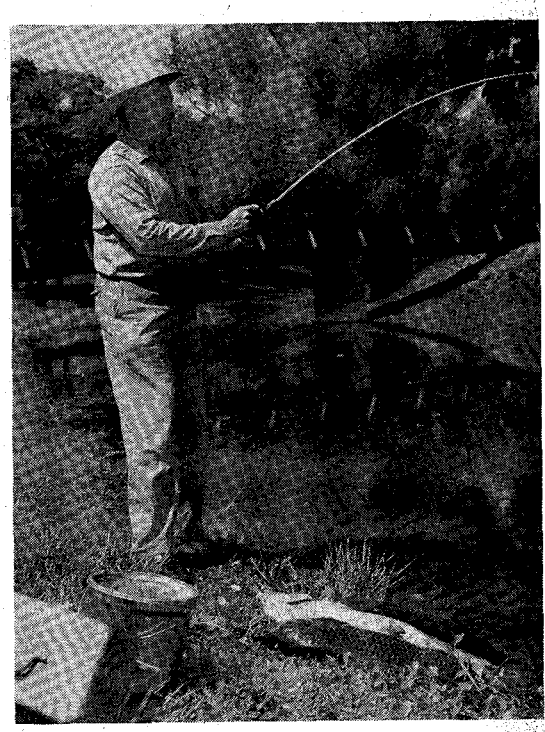
There's *no entry fee* in this tourna- ment, though the prize list is attractive— primarily through the benevolence of Shakespeare Co., Kalamazoo, Mich.

Shakespeare presents merchandise awards to the salt- and fresh-water win- ners in each month of the event and gives a similar award to the NIRA recreation director whose company scores the largest participation.

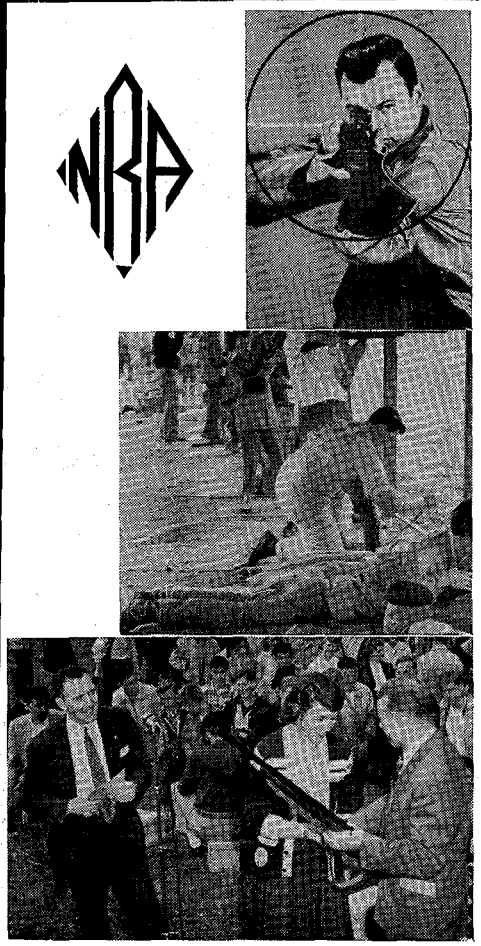
In addition, the prize trip to North Manitou Island for the Grand Champion NIRA Fisherman is arranged through the Shakespeare Company.

In all, more than 35 species of fish in as many fresh- and salt-water cate- gores, and as listed in the official tour- nament brochure, are eligible for awards in the tournament.

Contestants in the event fish on their own time, record their catches on an entry form verified by the company's recreation director, and send it on to NIRA for judging.



They're going to go fishing anyway. So why not give your firm's employees the opportunity to enter the NIRA/AFTMA Fishing Tournament. There's no entry fee, and you have until August 15 to send the entries in to NIRA.



SHOOTING OUGHT TO BE PART OF YOUR PROGRAM!

All of your employees, regardless of sex or age, can participate in shooting sports.

It's easy to sponsor an industrial shooting program. The National Rifle Association has complete information on organizing, setting up matches, planning a range, teaching and certifying instructors. In short, NRA affiliation provides everything you need for a successful activity.

Shooting fun is further heightened by NRA Qualification Awards for varied rifle and pistol scores and through friendly, competitive matches and leagues.

Since it is so easy and so rewarding to make shooting a part of your program, why not send for complete information—Today! A note or card to the address below will bring you details.

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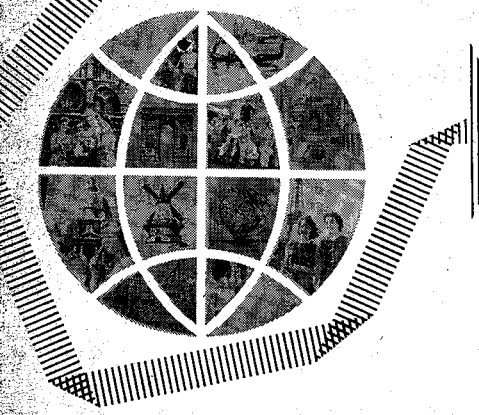
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LET'S TALK TRAVEL

NEWS AND VIEWS ABOUT ORGANIZING AND RUNNING EMPLOYEE GROUP TRAVEL ACTIVITIES, INCLUDING SHORT AND EXTENDED TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF INTERE

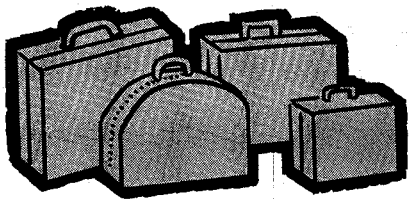
Some NIRA Members Report on Travel

by Ada P. Kahn

Group travel is regarded as part of the regular company activities program to many employees. Some companies offer repeated trips to the same locales, others offer a different trip each year.

One NIRA member company with a wide travel background is Kaiser Industries' Kaiser Employees Club, Oakland, California. Here's the way their travel record looks:

Country	Year	Participants	# of Days
Mexico	1958	85	10
Hawaii	1959	85	10
Europe	1961	88	23
Europe	1963	153	23
Hawaii	1964	30	15
Orient	1964	30	23
New York Fair	1964	32	15
Europe	1965	153	20
Hawaii	1965	50	15



Kaiser's favorite place seems to be Europe, reports Florence E. Turner, Kaiser Recreation Coordinator. In Europe, the most popular spot is Rome. "We always work through an agent when we plan our trips, since he has the know-how and the contacts. We usually have a group that takes off on their own, leaving a portion to tour together," says Miss Turner.

Try to allow more time for sightseeing and less time for hard overlan travel. Also, try to have the group a rive in a large shopping town when th shops are open. Check on closing hou and holidays while planning your itine ary, advises Miss Turner.

At Kaiser, as at most companies, em ployees suggest tour ideas. The com pany then takes a poll and the large vote wins. Many employee groups sele a committee to decide on the trave destination.

A Kaiser group toured Europe earlie this year with 153 participants. Forty four of them toured Central Europe Twenty-two toured Scandinavia and th others went on their own. Thre separate tours will also go to Hawai during 1965.

Plans at Kaiser are made about year in advance of a trip, reports Mis Turner.

Each year for the last eight years Lockheed Employees' Recreation Club Burbank, California, has had one o two full airplanes, 125 to 150 in each plane, going to Europe.

During the first four years, the trip were sold on a tour basis, with every one going on a tour together. The tours have been optional during the last four years. Mike Varanese, Recreation Direc tor, recommends that first-time visitors to Europe go on a group tour.

In May, 1965, 142 Lockheed partici pants toured Europe. Plans will be made in October, 1965, for the 1966 trip abroad.

One of many companies offering short domestic trips is Nationwide In surance Company, whose Activities As sociation averages about two week-end

One of the best employee group travel programs in industry is run by Eastman Kodak. Here a group of employees pose just prior to big 1963 cruise.



s to New York City each year. Most ular are the bus trips leaving Co- bus, Ohio on Friday night, arriving New York early Saturday morning returning from New York Sunday rnoon and arriving in Columbus y Monday morning in time to come work. Martha L. Daniell, Recreation ector, also reports that several trips e taken to the World's Fair by group on the airlines which were very ular.

n 1961, Nationwide employees went Mexico for two weeks.

Eastman Kodak's travel schedule has n full and varied, offering foreign domestic tours during the last five rs. For example, over 200 partici- ed in the Memorial Day Amish tour the Labor Day Canadian Exposi- n. An estimated 3,000 participated the Florida-Miami Beach and orld's Fair trips which were offered m May to October.

Kodak began planning their 1966 vel season in January, 1965. "This s been the usual practice, as we announce the full travel program in the fall of the year preceding the actual travel," says J. F. Paille, Dept. Head, Employee Activities. Kodak's tentative plans call for several domestic trips in 1966, plus three six-week around the world trips, four trips of two weeks each to Hawaii, two week trip to Hawaii, and a two week Caribbean cruise.

In 1964, two three week Kodak tours went to the Orient, one group spent three weeks in Europe, three groups spent two weeks each in Hawaii, and two charter flights went to Europe, with passengers on their own after landing. Also in 1964, 7,200 employees participated in World's Fair trips. In 1963, groups toured Spain and Portugal, cruised to South America, and flew to Europe. Domestic travel included weekends in New York City, Boston, and Eastern United States, Niagara Falls, a New England excursion, Canada, and Montreal. In previous years, Eastman Kodak visited Florida, Washington, California, numerous factories in the cast, the St. Lawrence Seaway, and many local scenic spots. Some trips were planned for retirees only.

This year, one group took a Middle East tour, two groups took the flight only to Europe, one group went on an Orient tour, and 438 persons participated three trips to the Canadian Rockies.

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Box #140—RECREATION MANAGEMENT

Man with M.S. in recreation from Indiana U. seeks position as employee services administrator. Experience includes being superintendent of parks and recreation for several municipalities in Midwest. Married, two children. Salary, $9,600.
Box #139—RECREATION MANAGEMENT

Young man with two years of college (no degree) seeks position on industrial recreation staff. Experience includes being playfield and swimming instructor. Married, no children. Salary, open.
Box #138—RECREATION MANAGEMENT

Young man with degree in physical education and English from St. John's University seeks position as recreation director in industry. Experience in city and school recreation. Married, five children. Salary, $10,000.
Box #135—RECREATION MANAGEMENT

Man with great variety of experience in sports, sports writing, and industrial recreation, including ten years with an American firm in Saudi Arabia, seeks new state-side position as industrial recreation director. Bachelor's degree in physical education and social science. Married, 1 child. Salary, $10,000.
Box #134—RECREATION MANAGEMENT

Young man soon to have master's in recreation seeks position as director or assistant in employee activities. Married, no children. Acceptable salary, $6,000-7,000.
Box #133—RECREATION MANAGEMENT

Man with Master's in recreation leadership from the University of Minnesota and 15 years experience in military and municipal recreation administration seeks new position in industry. Married, 3 children. Salary, $10,000.
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Man with master's in recreation and 21 year's experience as military special services officer seeks administrative recreation/personnel in industry. Married, no children. Salary, $7,500 up.
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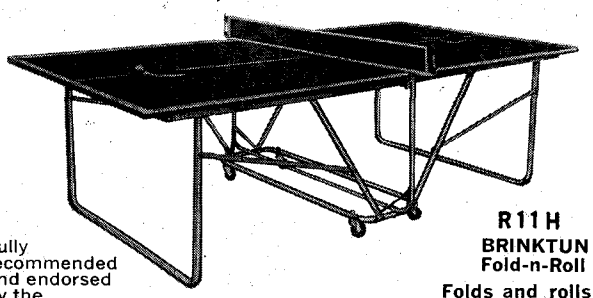
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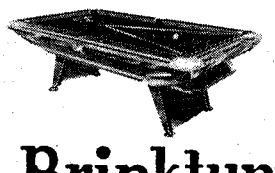
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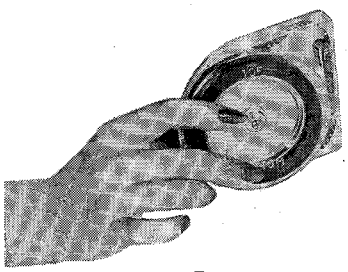
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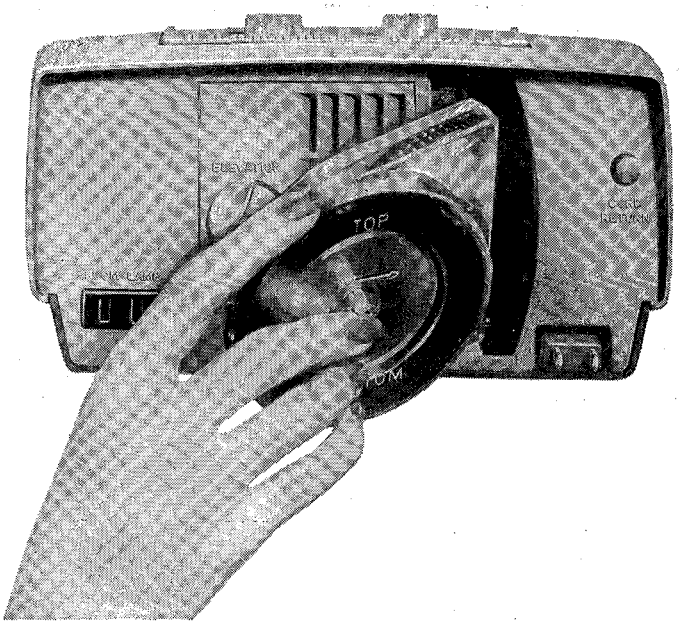
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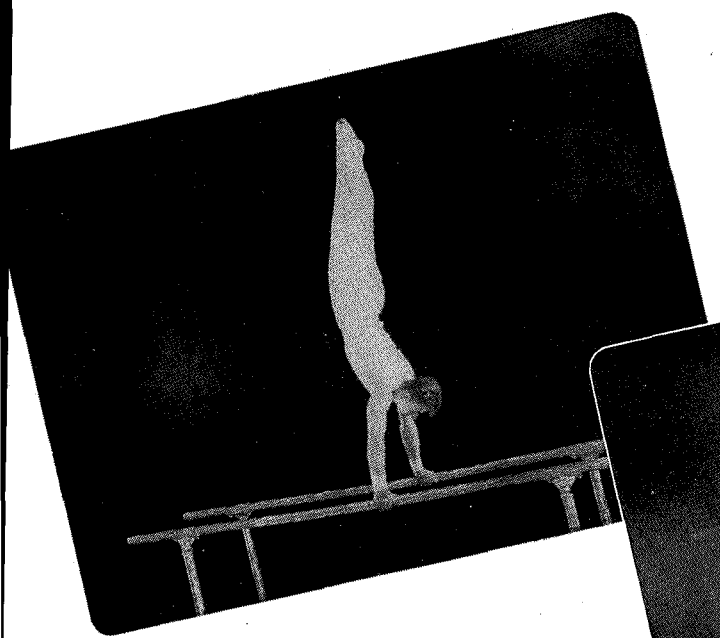
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SEPTEMBER 1965
Volume 8, Number 7



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Recreation Management

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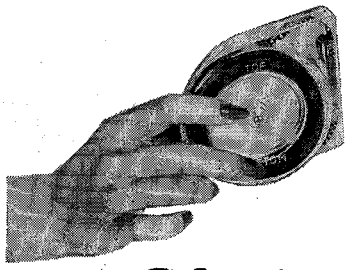
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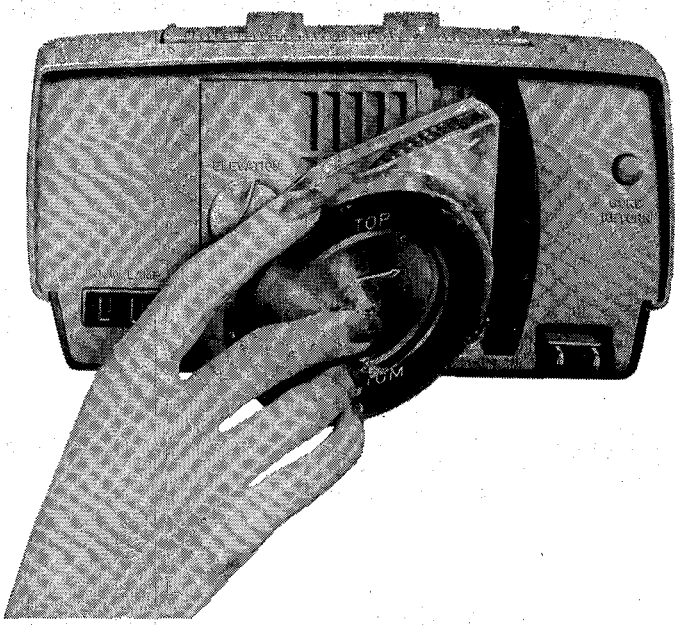
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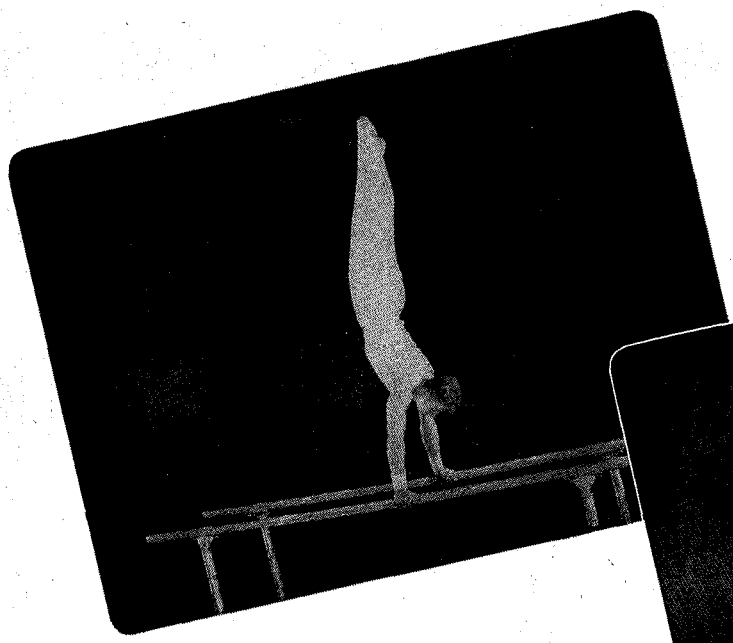
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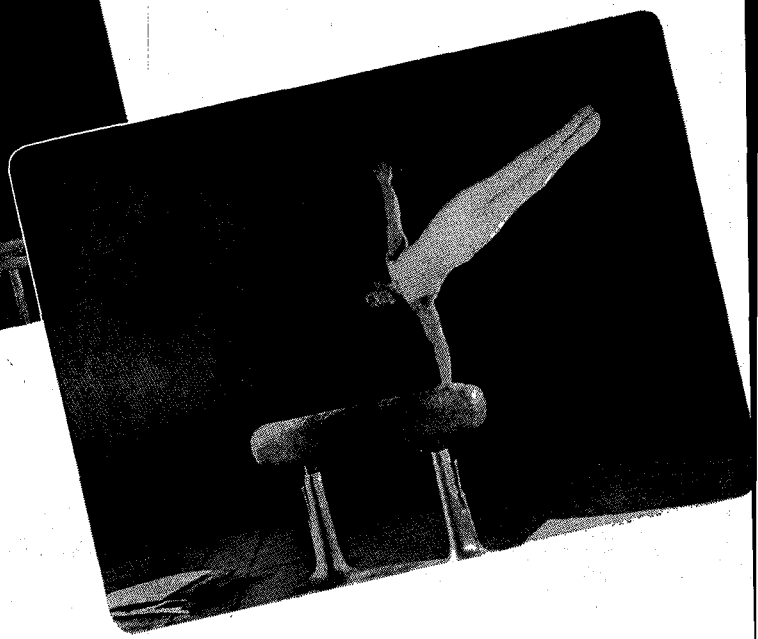




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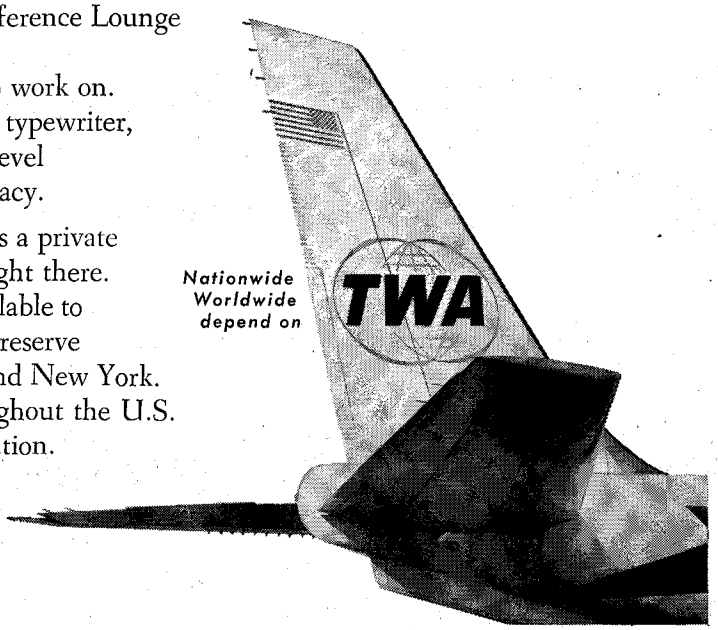
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signs of the times...

ESCALATION IN RECREATION! In 1964 Americans spent $23.8 billion on recreation and entertainment. That figure was 5 times the amount spent in 1940. So reports the Bureau of Labor Statistics in a recent statement. It goes on to say that in 1940, only 25 per cent of union members, and a smaller percentage of all workers, had paid vacations. The average number of paid holidays was two a year. By 1960 there was an increase of 155 hours of leisure time for every worker, equivalent to a four-week vacation, and most of the increased free time is paid time. Also, most of the country's 70,000,000 civilian workers have more than six paid holidays.

ADULTS KEEP 'EM FLYING. It's the grown-ups, not the kids, that are keeping the model airplane industry prosperous, says the Wall Stre Journal. The "hot property" at the moment is radio controlled mode which will perform wing-overs, Immelmann turns and other intricate maneuvers. Investments in these craft and in the transmitters whic control them can range upwards of $500 and sometimes over. This definitely takes them out of the "kiddie" class. The number of rad control clubs, the majority of whose members are adults, has grown over 100 per cent in the last 4 years.

THE DOCTOR PRESCRIBES—EXERCISE! For the physical complaints that seem to arrive with middle age, Dr. Thomas K. Cureton Jr., director of the Physical Fitness Research Center at the University of Illinois, has just one prescription...exercise and plenty of it! Cureton, who goes through a rigorous conditioning program daily, himself, says, "I can't find one man who followed my plan diligently who ever suffered a heart attack." His disciples range from Evangelist Billy Graham to former distance runner Joie Ray, who at 71 still manages to run the mile in under 7 minutes.

JUST PUT IT ON MY TAB. A new vending system could cause significant breakthroughs in inplant feeding, the Industrial Relations News tel us. Developed by the Automatic Canteen Co. of America, Chicago, and Japan's Tateisi Co., the plan makes it possible to purchase meals on credit. In one system, the employee inserts a coded plastic card into an optical and electronic-control device mounted on the vendin machine. A checking unit conveys the employee's number and amount of purchase to a record keeping machine that can be tied in with existing accounting systems of the plant for automatic billing or payroll deduction.

OVER AND ABOVE. Continental Casualty Co., Chicago, is planning to continue offering health insurance for the elderly even after Medicare takes effect. The new policies, said John A. Henry, president, will be aimed at picking up where the government program tapers off. Although the details and premiums have yet to be worked out, the company plans to cover private duty nursing, the cost of a private hospital room and reimbursement for expenses that Medicare excludes, such as the initial $40 of hospital bills and the first $50 of doctor bills.

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*Mr. Enzo Palmentola, Pres.
K.K.S. International
155 E. 55th St.
New York, N. Y.

I'm thinking of sending _____ (number) of our employees to _____ (destination) from _____ (point of departure). What can you offer and how much will it cost?

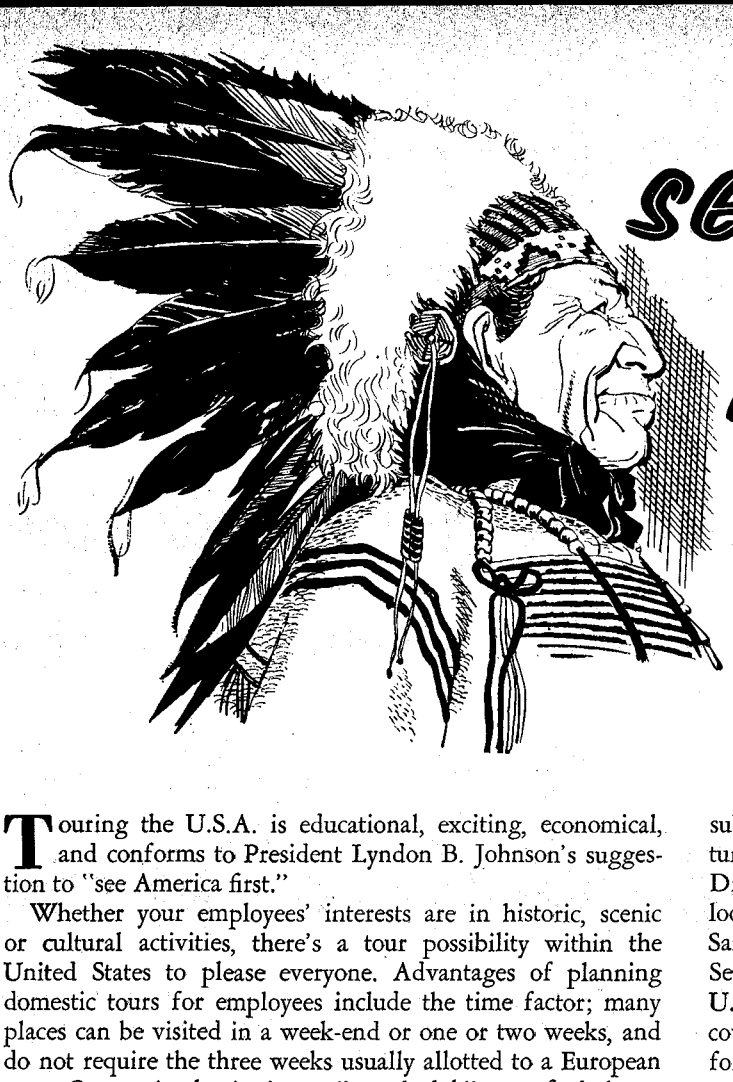
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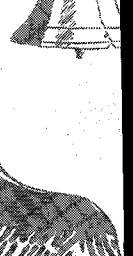
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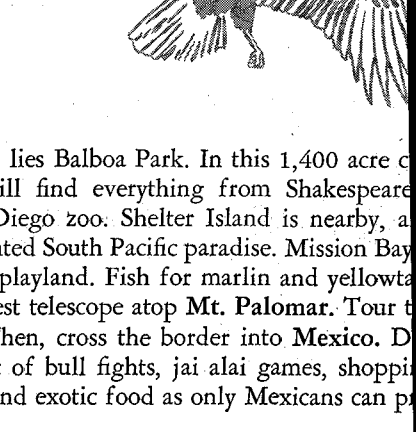
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KKS INTERNATIONAL CORPORATION
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see the U.S.A. in 1966





by Ada P. Kahn

Touring the U.S.A. is educational, exciting, economical, and conforms to President Lyndon B. Johnson's suggestion to "see America first."

Whether your employees' interests are in historic, scenic or cultural activities, there's a tour possibility within the United States to please everyone. Advantages of planning domestic tours for employees include the time factor; many places can be visited in a week-end or one or two weeks, and do not require the three weeks usually allotted to a European tour. Companies beginning a "travel club" may find that a domestic trip is a good start toward taking group trips of longer duration and to farther destinations.

There are limitless possibilities for group tours. Choose an area, a state, a city, or a spot to fish. You can arrange a tour by any means of transportation. Consider jets for long distance, buses for short trips. Trains through scenic territory will provide needed relaxation before the tour begins. If your employees are well-travelled, try something "off-beat." Suggest river rafting for a hearty group, or a mountain climbing outing.

Eastern employees will enjoy a tour of the West, including an aerial, or perhaps closer, view of the **Rocky Mountains,** the **Sierras,** and on to **Los Angeles.** At the "city of the Angels," visit favorite movie studios and TV stars where they work—**Hollywood.** See the homes of stars, and fashionable shops in **Beverly Hills.** Viewing the footprints and handprints of notables in the sidewalk in front of Graumann's Chinese Theater will be a memorable moment. Hear a concert in the Hollywood Bowl. Want a glimpse of early California? It's waiting for you on historic Olvera Street. There's theater, light opera and grand opera in season in Los Angeles.

Disneyland, the breathtaking dream world created by Walt Disney, with all its wide-eyed wonder and fantasy, lies minutes away from the airport at **Santa Ana.** Next, contrast this bubbling excitement with the peace and serenity of **San Juan Capistrano** mission. Orange County offers infinite variety. Swim and sail at **Newport Harbor.** Visit charming island resorts of **Balboa** and **Lido.** See **Laguna Beach,** picturesque community of artists and craftsmen.

In **San Diego,** California and Mexico meet. And here, in sub-tropical gardens, lies Balboa Park. In this 1,400 acre c tural center, you will find everything from Shakespeare Drama to the San Diego zoo. Shelter Island is nearby, a looks like a transplanted South Pacific paradise. Mission Bay San Diego's aquatic playland. Fish for marlin and yellowta See the world's largest telescope atop **Mt. Palomar.** Tour t **U.S. Naval Base.** Then, cross the border into **Mexico.** D cover the excitement of bull fights, jai alai games, shoppi for Mexican curios and exotic food as only Mexicans can pr pare it.

Cradled in California's Imperial Valley, **El Centro** is t center of the "Salad Bowl of America." Over 45 differe crops are grown year round and harvest festivals are oft held. To the north is the **Salton Sea,** mecca for water spo lovers. **Apple Valley** is dotted with guest ranches, and is sportsman's delight. More than 160 miles of bridle paths pr vide endless opportunities for riding. Championship go courses abound. There is year round trout fishing. By way contrast to desert living are the forests and lake at **Big Bea** a short drive from Apple Valley.

In **San Francisco,** you'll enjoy Chinatown, the largest suc settlement outside the Orient, picturesque Fisherman's Wha and the Golden Gate Bridge. Take the famous 30 mile driv which includes Skyline Drive overlooking the Pacific an Mission Dolores, site of the city's original Spanish settlemen Cross San Francisco Bay, and see **Sausalito,** a quaint village artists and craftsmen. **Palm Springs,** California, has a thou sand illuminated palms lining the boulevard at night. Se the many luxury resorts—maybe stay in one. "Must" excu sions are nearby Palm Canyon and the exotic date gardens Coachella Valley.

From California, consider touring Arizona. **Phoenix** is a ultra modern resort city set in the midst of Indian lore. Her you will find sumptuous hotels and restaurants in the at mosphere of the Old West. The past reappears on escorte tours of Superstition Mountain "searching" for the Los Dutchman Mine. Visit Vulture Mine, or tread the streets o **Wickenburg,** dude ranch center of the world. In nearb **Scottsdale,** Arizona blends the picturesque old with th luxurious new. Smart shops, night clubs, even gas station

ect the look of the past. Wooden sidewalks, hitching posts, cigar store Indians abound. And booted men, wearing arms, ride magnificent horses through the streets. For an ilarating introduction to southwestern desert life, tour the anical Gardens or Encanto Park. Ride the Apache Trail, e a path of marauding Indians, now one of the West's st colorful routes.

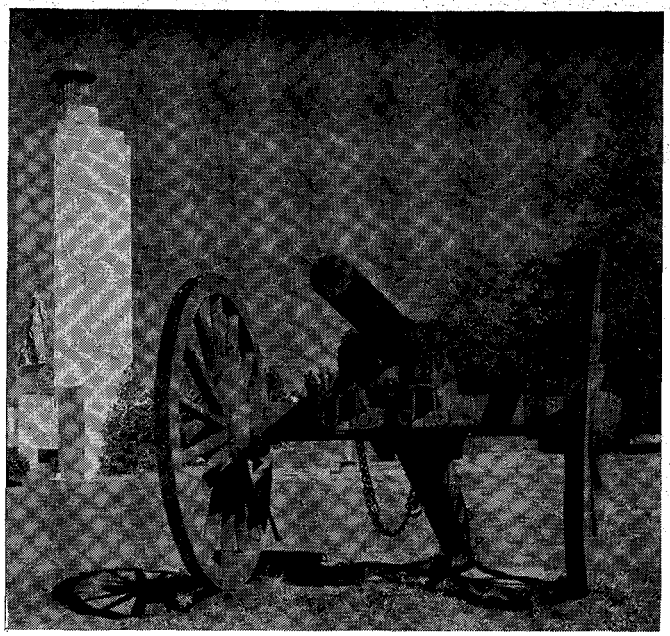
Prescott, Arizona began when gold was found and was Wild West, where engraved invitations to hangings were style. Many rodeos take place. This is Arizona's first ital where today you may visit the first Governor's mansion l the first log cabin at Sharlot Hall Museum. You can even for gold at Lynx Creek. **Kingman,** Arizona is the gate- to historic ghost towns where miners reigned—Cerbat, loride and Mineral Park. To the west lies **Lake Mohave,** med by Davis Dam. Lovers of mountain areas will enjoy **gstaff,** Arizona, where the majestic San Francisco Peaks mb 12,000 feet into the sky, a perfect setting for the Snow wl Carnival. Here too, is the Lowell Observatory where the net Pluto was discovered. Just south of Flagstaff is beauti- Oak Creek Canyon. Minutes away are Sunset Crater; the rpetual Ice Caves; and Great Meteor Crater, its meteorites dded with tiny diamonds.

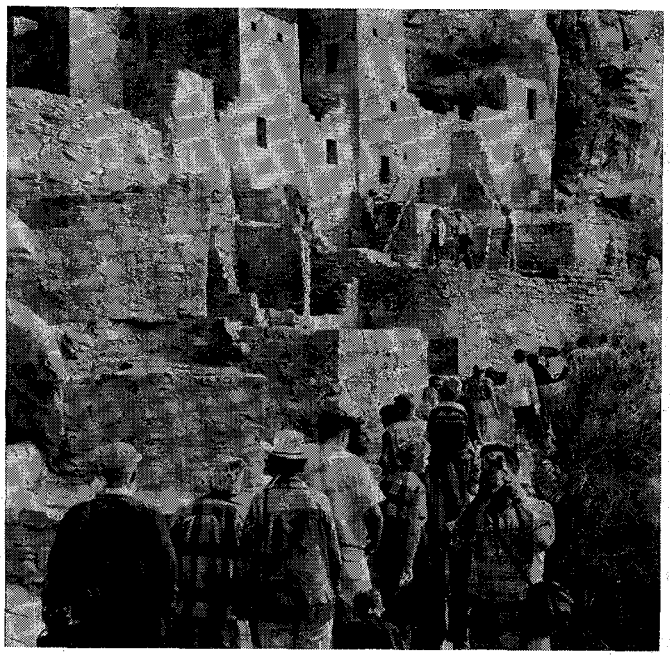
You will never forget the panoramic beauty of nature's st magnificent achievement, **Grand Canyon.** View spec- ular vistas from the canyon rim or atop a mule on escorted urs to the canyon floor. In the midst of this natural wonder, u still enjoy the conveniences of modern hotel/motel liv- g. Under construction at **Page,** Arizona, is America's cond largest dam, **Glen Canyon** dam. This $400 million oject can be viewed from a point 700 feet above the olorado River. Boat trips on the Colorado are also available. mong other things, you will see the man-made marvel of ke Powell taking shape. **Cedar City,** near the border of tah, is the entrance to a land of unrivalled natural beauty ith three national parks. Cedar Breaks is high country with illiant red cliffs, rich forested plateaus and soft green eadows. **Bryce Canyon** is renowned for its intricate sculp- re of multicolored spires. **Zion National Park** is a re- arkable canyon of sandstone buttresses made of thousands of virling red and white layers.

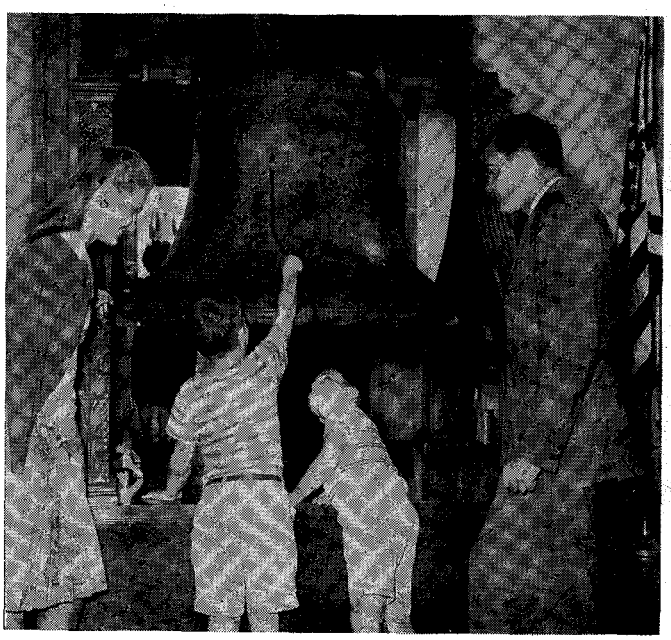
If national parks are your employees' interests, there are ore than 200 areas administered by the National Park Serv- e, each unique in its own right. Taken together, they fall to three main categories: scenic, historical, and recreational. f these, the 31 National Parks are America's superlative enic areas. Thrill to the sight of a fleeting deer darting rom a forest to cross an open meadowland, or glance sky- ard to see a screaming eagle soaring above the white rim f a snow-mantled mountain. On the Sierra slopes in Cali- ornia are **Yosemite, Sequoia** and **Kings Canyon National arks.** The shining mountain parks include Rocky Mountain n Colorado, **Grand Teton** in Wyoming, **Glacier** in Montana, **lympic** in Washington, and **Mount McKinley** in Alaska. he most famous of the scenic areas which originated as hains of old volcanoes are Mount Rainier and Mount Baker n Washington, Mount Hood and Crater Lake in Oregon, nd Mount Shasta and Lassen Peak in California. Three of hem, Rainier, Crater Lake and Lassen, are now within the oundaries of national parks.

Hawaii Volcanoes National Park contains two large and amous volcanoes, Mauna Loa and Kilauea. Another Ha- aiian attraction is **Haleakala National Park.** Haleakala is a uge volcanic mountain with one of the world's largest

continued on page 12







continued from page 11

craters. The mountain actually forms most of the eastern part of the island of Maui. In southwestern Colorado, **Mesa Verde National Park** offers cliff dwellings of ancient people, ruins of Spanish settlers and attractions for the lover of historical data.

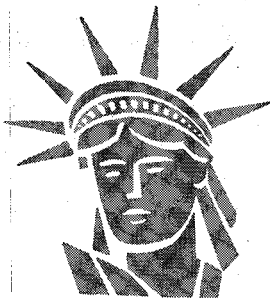
Center of the Mormon faith, **Salt Lake City** is a monument to religious freedom. In the heart of the city is the awe-inspiring Temple Square, where daily the music of the Great Organ in the Tabernacle can be heard. Many monuments dot the land nearby. If a quiet week or weekend is desired by your group, swim and sun at the seashore resorts of Great Salt Lake. Drive to **Bonneville Salt Flats,** and enjoy the thrills of auto racing. Ski on the slopes of **Alta, Brighton** and **Solitude.** Marvel at **Bingham Canyon Copper Mine,** the world's largest open-pit, non-ferrous mine, just 30 miles to the west.

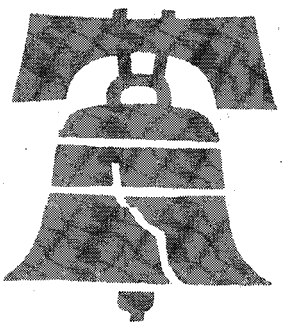
Las Vegas' fabulous casinos and supper clubs along the Strip and at Casino Center downtown offer round-the-clock entertainment in the fun capital of the world. A dozen resort hotels present the great names in show business. There's a thrill a minute, and you won't want to miss a single one. An hour away towers the seventh engineering wonder of the world—**Hoover Dam.** Formed by the dam, **Lake Mead** provides 550 miles of shoreline fun for water lovers. During the winter months, there's the famous trip to **Death Valley,** lowest point in the U.S. and site of the amazing Scotty's Castle. Casinos at **Reno** match the excitement of those in Europe's famed centers. Shows feature the brightest stars in the entertainment world. Don't miss the unique Alley of Silver Dollars and the Nevada State Historical Museum. Visit **Lake Tahoe** and **Squaw Valley,** scene of the 1960 Winter Olympics.

Close by, in **Virginia City,** you can relive the days of the Comstock Kings and Mark Twain. To the north, is the mysterious **Pyramid Lake,** sacrificial waters of the Paiute Indians. If your group wants to head west, consider including the **Carlsbad Caverns,** in New Mexico, renowned throughout the world for their magnificence, the spaciousness of their rooms and passages, and the number and dimensions and variety of their stalactites and stalagmites. Although many miles of passages have been explored, other passages remain unexplored. One of the Park's greatest attractions is the "bat flight" which occurs each evening at sundown from April through October. Incredible numbers of bats flying from the Caverns spiral upward out of the entrance and fly southward over the rim of the escarpment to feed in the valleys of the Black and Pecos Rivers below.

In **Santa Fe,** New Mexico, you'll see three cultures, Indian, Spanish and Anglo-American blended into a charming composite of past and present. See Taos Indian Pueblo, the largest and most popular Indian pueblo in the Southwest. Highlights of the trip will include a tour of Taos, an old Indian-Spanish American frontier town and visits to the Artist Colony, Art Galleries and Museum and the home of Kit Carson, famous pioneer guide in the early west. Lovers of scenic beauty will thrill to a tour of the **Mount Rushmore-Badlands** National Monument area. From **Rapid City,** South Dakota, travel to the Badlands National Monument, an area of wild and fantastic beauty, where cliffs and buttes with knife-sharp ridges and spires are softly colored in bands of red, purple, green and white. You will drive through 150,000 acres of land representing the world's most interesting known record of prehistoric animal life.

A trip from Rapid City to Mount Rushmore National Park

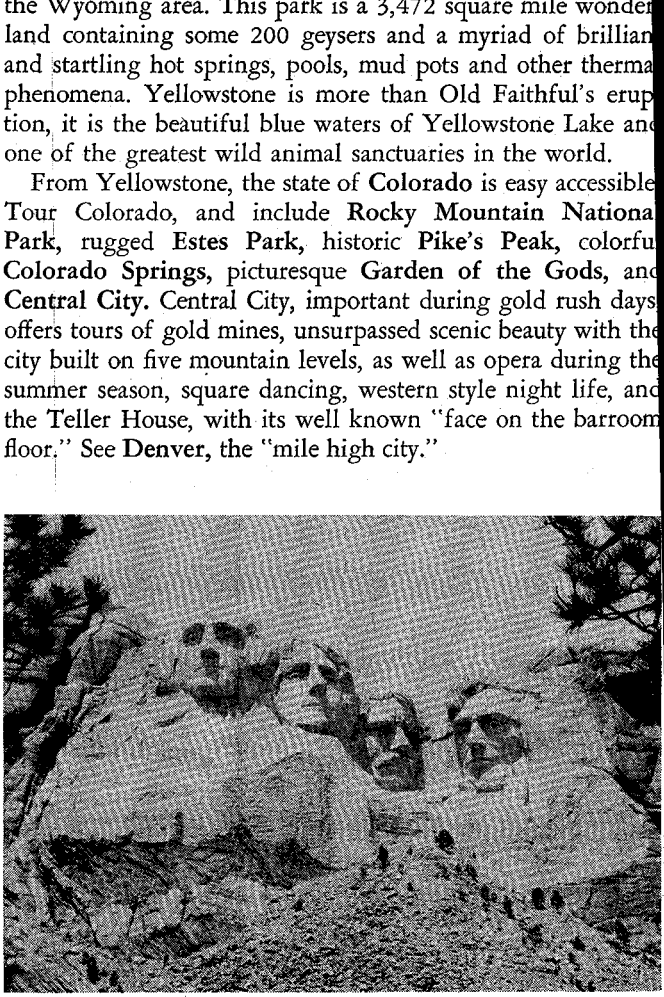




reaches the most scenic points in the southern portion of t **Black Hills.** Visit the "Shrine of Democracy" where t faces of four great presidents are perpetuated in everlastir rock, and see sculptor Gutzon Borglum's studio which d scribes how his work was carried out. See the **Custer Sta Park** Game Refuge. Travel through Needles Eye Tunnel ar Sylvan Lake to Stratosphere Bowl, site of the launching the Explorer II balloon. From June to September, the wide acclaimed Black Hills Passion Play is presented. Adapted fro one of Europe's oldest productions, the play faithfully r constructs the dramatic events of the seven last days of the li of Christ.

Grand Teton National Park in Wyoming is one of th scenic wonders of the world. Rising abruptly from the almo level basin of **Jackson Hole,** the magnificent Grand Teto Range dominates the landscape. These lofty and rugge mountains form an exciting backdrop for your activities i the park—boating, hiking, horseback riding, fishing an sightseeing. **Yellowstone** National Park can be seen while i the Wyoming area. This park is a 3,472 square mile wonde land containing some 200 geysers and a myriad of brillian and startling hot springs, pools, mud pots and other therma phenomena. Yellowstone is more than Old Faithful's erup tion, it is the beautiful blue waters of Yellowstone Lake an one of the greatest wild animal sanctuaries in the world.

From Yellowstone, the state of **Colorado** is easy accessible Tour Colorado, and include **Rocky Mountain Nationa Park,** rugged **Estes Park,** historic **Pike's Peak,** colorfu **Colorado Springs,** picturesque **Garden of the Gods,** an **Central City.** Central City, important during gold rush days offers tours of gold mines, unsurpassed scenic beauty with th city built on five mountain levels, as well as opera during th summer season, square dancing, western style night life, an the Teller House, with its well known "face on the barroom floor." See **Denver,** the "mile high city."

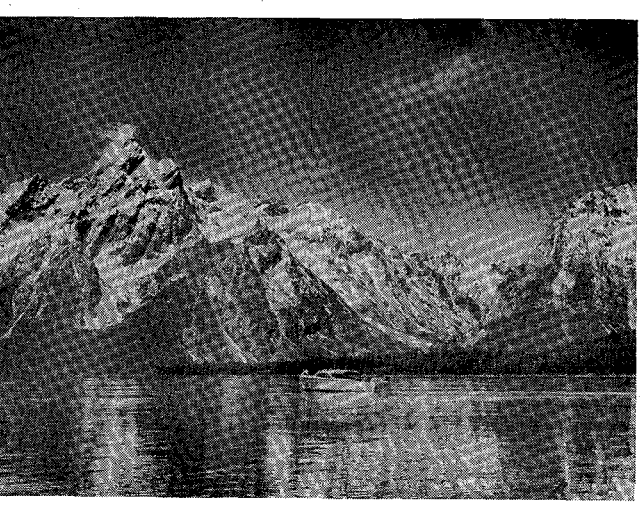


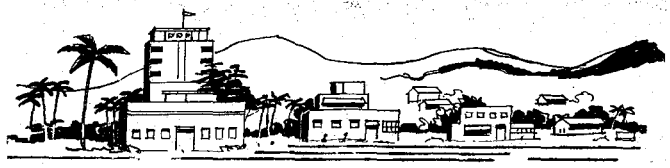
roups of western employees might enjoy seeing the rn U.S.A. One or a dozen cities may be included, de- ing on the group's interests. First on the list of many st see" cities is **New York.** See the Empire State Build- the Statue of Liberty, Rockefeller Center, the United ons, Chinatown, Greenwich Village, and the museums. a boat ride around the island of Manhattan, ride the cent ferry to Staten Island, watch the Stock Exchange in n, attend Broadway plays, go to the Opera or Carnegie , or attend a performance at Lincoln Center for the Per- ning Arts. There is endless variety in New York for a k-end, a week, or longer.

oston is the gateway to New England vacationlands and good starting place for a tour of the New England states. ton offers the Freedom Trail, starting at the Boston Com- ns. Points of interest along the Trail are indicated by red, te and blue markers. Names and places from history books come alive . . . Paul Revere, John Hancock, Benjamin nklin, Old South Meeting House, and site of the Boston sacre. Take a short ride to **Lexington** and **Concord** for e on-the-spot views of history. **Cape Cod** begins its curl the sea about 30 miles southeast of Boston. Just north of Cape is **Plymouth,** with its historic Plymouth Rock, re- structed Plymouth Village and Mayflower. At the tip of Peninsula lies colonial **Provincetown,** popular with artists tourists. Just off the Cape and linked to it by ferry are lovely islands, **Martha's Vineyard** and **Nantucket,** filled h colonial atmosphere, lined with lovely places to stay. hing village charm and sandy beaches abound.

In historic New England, be sure to include **Old Stur- dge Village.** One of Massachusetts' most visited spots, 'll see the re-creation of a civilization and a way of life a ntury and a half gone. See the Quaker Meetinghouse, the llage Green, and homes of early New Englanders. A ndle-making demonstration takes place in one house. See w candles are poured into molds, and how bayberry candles e patiently dipped and redipped until the final fragrant re- lt is achieved. **Maryland** is one of the two original thirteen tes which can still boast of their original colonial state uses. The oldest state capitol in day to day use was built in 72 and in 1783 **Annapolis** became the National Capital. the old capital is the room in which Washington resigned s commission as head of the Continental Army and the nited States ratified the treaty ending the Revolutionary ar. At the U.S. Naval Academy, the remains of John Paul nes lie in a sarcophagus in the chapel crypt.

Washington, D.C. is one of the few cities in the world





planned as a capital. A good way to see the whole city is on a bus tour, but many of the monuments are near each other, and you can return to those you like on your own for closer inspection. High on everyone's list is a tour of the White House, Capitol Building, Supreme Court Building, National Gallery of Art, The Smithsonian, The Bureau of Engraving and Printing, the U.S. Treasury, Potomac Park, Washington Monument, Lincoln Memorial, and Jefferson Memorial. Cross the river over to Arlington National Cemetery to pay your respects at the Tomb of the Unknown Soldier and the grave of the late President Kennedy. A short distance from Washington is **Mount Vernon** and the colonial area of Virginia, including completely restored Williamsburg. **Monticello,** Thomas Jefferson's home, is an hour's drive from the outskirts of Washington, D.C. See the home with its many ingenious appointments and tour the grounds.

"Birthplace of a nation," **Philadelphia** boasts many restored colonial homes. You'll want to tour the many historic sights and buildings, Independence Hall with the Liberty Bell, Congress Hall, Betsy Ross House, known as American Flag House, the Edgar Allen Poe House, and more. Go outside the city to **Valley Forge State Park** on the south bank of the Schuylkill River, where you'll see Washington's Headquarters and a museum, the Washington Memorial Chapel. Roam a little further to the colonial village of **Hopewell.**

If you plan a tour of the eastern seaboard of the United States, consider **Atlantic City,** resort capital on New Jersey's eastern shore. Sample the tangy, salt air, bathe in the surf, eat matchless seafood, and visit the boardwalk attractions. See the site of the famous Miss America pageants. **Miami Beach,** only a few hours away from anywhere east of the Rockies, ever popular as a vacation area, offers all types of accommodations from which to enjoy the sunshine, fishing, tours of the Everglades, and aquatic sports. The "Sun Coast" of Florida, on the Gulf of Mexico, offers many resort areas with wide sandy beaches, including **Clearwater Beach, Treasure Island** and **St. Petersburg Beach.** See the Aquatarium at St. Petersburg Beach, with daily shows of outstanding trained seals and other marine life.

For a fishing holiday, choose the **Florida Keys,** unspoiled area which abounds with informal places to stay and little commercial activity. Motor to **Key West,** historic Spanish city at the tip of the state of Florida. Other southern spots offering lures to the group vacationer are **New Orleans,** Louisiana, with its famed French quarter, and nearby **Biloxi,** Mississippi, with its many ante-bellum homes open to visitors. Try a Texas ranch holiday for the "dudes" in your company, or explore fishing possibilities around the Gulf of Mexico.

For midwesterners desiring a short trip, **Springfield,** Illinois provides many interesting sights to see. Centrally located in the state, the city is dominated by the dome of the Capitol building. Its grounds are dotted with statues of men famous in Illinois history. In the area, see **New Salem,** and other Lincolnland sites, re-created to show life in Abraham Lincoln's time.

For a week-end or week, **Chicago** offers museums, lake front activities, boating, fishing, theaters, Board of Trade tours, the famed Marina City towers tour, and numerous "big city" attractions for employees from rural areas. ■

Planning Employee Group Tours, Domestic & Foreign, for 1966 & 1967

As an aid to travel club officers and recreation directors who are preparing the itineraries for 1966 and 1967 employee group tours, R/M again presents some sample trips in outline form. If the areas profiled here coincide with the interests of your groups, R/M can help you get the best all-round information, with the aid of the advertisers in this issue, including specific points of interest, accommodations, and prices. Just indicate on the postage-paid card which tour(s) interests your group, tear it out and drop it in the mail box. The information will be forwarded to you promptly.

EUROPE

E1. IRELAND-ENGLAND-SCOTLAND

Tours center on Dublin, London, Edinburgh, and can include all the historic sights of the British Isles. Schedule a trip to the Shakespeare country. Plan a trip around a group hunting or golfing expedition to Ireland.

E2. FRANCE-HOLLAND-BELGIUM

Center your tour on Paris, Nice, Lourdes, Amsterdam, Brussels. See the Chateaux country, Normandy, Brittany, the Pyrenees. End with a Rhine River trip through rural Holland.

E3. GERMANY-SWITZERLAND-AUSTRIA

See Berlin, Frankfurt, Munich, Zurich, Lucerne, Geneva, Interlaken, Innsbruck, Salzburg, and Vienna. Include a Rhine River excursion. Visit the great medieval cities of Central Europe.

E4. SPAIN-PORTUGAL

Tour Lisbon, Madrid, Barcelona, Palma. Include a motor coach tour of rural Portugal. Other "Andalusian highlights" include jaunts through Granada, Cordova, and Seville.

E5. ITALY-GREECE

Start from Rome. See Milan, Florence, Venice, Naples, Genoa, Palermo, and Capri. Visit Athens and view the "glory that was Greece."

E6. NORWAY-SWEDEN-DENMARK

Visit Copenhagen, friendliest city in Europe. See the major cities of Scandinavia, including Stockholm, Oslo, Elsinore, Gothenburg and Bergen.

E7. JET TO MIDDLE EAST

Concentrate on the great cities of the Middle East, including Cairo, Beirut, Jerusalem, Haifa, Istanbul.

E8. CRUISE TO MIDDLE EAST

Fly to Munich. Embark on cruise from Venice through Adriatic and Agean Seas, with stops in Pireaus, Haifa, Rhodes, and Cyprus. Schedule inland excursions to Jerusalem and Galilee. Include pre- and post-tour visits in Munich.

OTHER FOREIGN

F1. MEXICO

Arrive in Mexico City. Visit world famous sugar plantations, sulphur springs, resorts, Mexico City proper. Take trips to Pyramids of the Moon and Sun, and Shrine of Guadalupe. See a bullfight. Visit Acapulco.

F2. THE PACIFIC

Jet to Tahiti. Perhaps see Bora Bora and New Zealand. Combine with trip to Hawaii. See the world's newest and fastest growing vacation area.

F3. THE ORIENT

Stop over in Honolulu. Visit great cities of Japan, including Tokyo, Nikko, Yokahama, Kyoto, Osaka. Also see Hong Kong, Macau, Taipei, Tulien. Make additional stops at exotic Bangkok, Kuala-Lumpur, and Singapore.

F4. EASTERN CANADA

See Quebec City and the Chateau Frontenac. Stop at spectacular Gaspe Peninsula and Bonaventure Island. Return through Montreal.

F5. SOUTH AMERICA

Fly to Rio de Janeiro. See booming Sao Paolo, Montevideo, Buenos Aires, Santiago, and Lima. Visit the Inca ruins. Visit ultra-modern Brasilia, see Chilean Lakes, towering Iguacu Falls.

F6. CARRIBEAN CRUISES

Start from New York. Cruise to the Carribean aboard luxury liner. Ports of call include St. Thomas, Fort de France, Curacao, Nassau. Experience the magic of the Indies.

AND . . .
"SEE THE U.S.A."

D1 ALASKA AND THE ARCTIC CIRCLE
Fly from Seattle. Visit Anchorage, Fairbanks, Juneau and other frontier cities. See Mt. McKinley and magnificent forests and glaciers. Take a stern-wheeler riverboat cruise and ride the narrow gauge railway into the old mining country.

D2 JET TOUR TO HAWAII
Jet to Hawaii from home city. Enjoy a traditional Aloha flower welcome in Honolulu. Swim at Waikiki. Try a luau dinner. Visit Pearl Harbor and the scenic delights of tropical Oahu. See the exquisite Outer Islands. Cruise by glass bottom boat.

D3 CRUISE TOUR TO HAWAII
Starting at Los Angeles or San Francisco, cruise to Hawaii aboard an elegant luxury liner across the blue Pacific. Let your group experience the highlights of "D 2" tour above, then fly back home.

D4 CALIFORNIA
Great for Midwest and Eastern firms. Visit San Francisco, city of the Golden Gate. Ride cable cars, see Fisherman's Wharf, take cruise in San Francisco Bay. Take the Coast Mission tour. End with an adventure in Los Angeles. See homes of the stars.

D5 WESTERN TOUR
Starting from California, see Los Angeles, San Francisco, San Diego, national parks, Sierras, include Reno and Las Vegas, on to Colorado's Estes National Park. Jet to home city via Denver.

D6 NATIONAL PARKS IN THE NORTHWEST
If beautiful mountain scenery and fishing are your employees' interests, try this one. Visit Mount Rainier National Park in Washington, Crater Lake National Park in Oregon and Glacier National Park in Montana.

D7 LAS VEGAS AND RENO
Still the "Monte Carlo" of America, Las Vegas is a first rate group destination. See the famous gaming houses, nite spots gay with neon illumination. Consider including jaunts to Lake Mead, Grand Canyon, Zion National Park, and Death Valley.

D8 ARIZONA
Start from either Phoenix or Tucson, end in the other. Visit South Mountain Park, Salt River development, Mesa and Pueblo ruins, Oak Creek Canyon, Apache Trail and Roosevelt Dam.

D9 AMERICAN/CANADIAN ROCKIES
Start from Billings, Montana, and ride by streamline train and motor coach through the breathtaking Rockies. See Glacier Park, Yellowstone, Waterton Lakes Park, and much of scenic Montana.

D10 UTAH STATE TOUR
Tour the capital city of Utah, Salt Lake City. See the Salt Lake Valley and Great Salt Lake. Take cave, mountain, canyon and historic trail tours, see beaches, copper mines, and the Mormon Temple. From Salt Lake City, travel to breathtaking Cedar Breaks National Monument and Bryce Canyon National Park.

D11 COLORADO
Jet to Denver. Tour the "Mile High City." See the U.S. Mint at work. Tour Rocky Mountain National Park, Mesa Verde National Park containing ruins of ancient cliff dwellings and the Garden of the Gods, a natural collection of fantastic rock formations. See Colorado Springs, America's great health resort.

D12 MIAMI BEACH AND STATE OF FLORIDA
Jet to Miami Beach, "Land of Sunshine." Stay in one of the many fine ocean-front hotels or motels. Schedule side tours, such as the Everglades and the Seaquarium. Take a local cruise. Motor over Tamiami trail to west coast of state. Stop at Sarasota, see famed Ringling Brothers Circus Museum. See the porpoise and seals perform at St. Petersburg Beach's new Aquatarium. Jet home from Tampa.

D13 MIAMI AND CARIBBEAN
Combine a week in Miami with a cruise aboard a luxury liner through clear Caribbean waters to Nassau, St. Thomas, and other ports of call.

D14 NEW ORLEANS, BILOXI
Jet to New Orleans. Visit some of the world's most famous jazz nightspots. See the French Quarter. Dine in outstanding restaurants. Travel by bus to Biloxi, Miss. See Civil War monuments and tour ante-bellum homes. Very fine beaches abound.

D15 MIDWEST
See Chicago, Springfield, Illinois, and historic Lincoln shrines in Illinois' "Lincolnland." Take a cruise on Lake Michigan. Travel by bus to Mackinac Island, through Michigan's most beautiful areas.

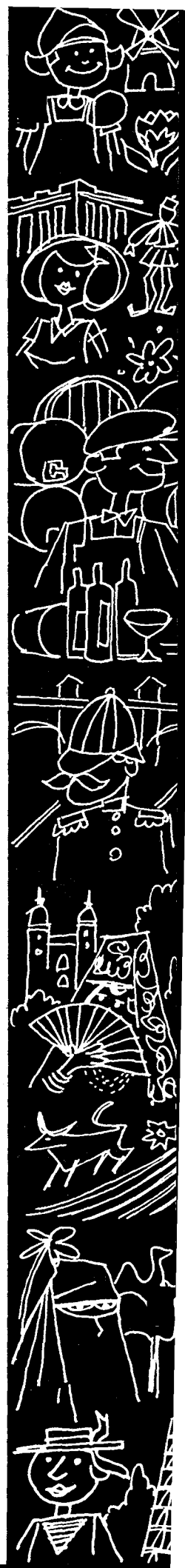
D16 NEW YORK CITY
Favorite all-time tourist attraction in the U.S.A. Jet to New York. See Broadway plays, attend concerts, see ball games. Visit museums. Tour city and view from atop RCA building, Empire State building, and others offering aerial views.

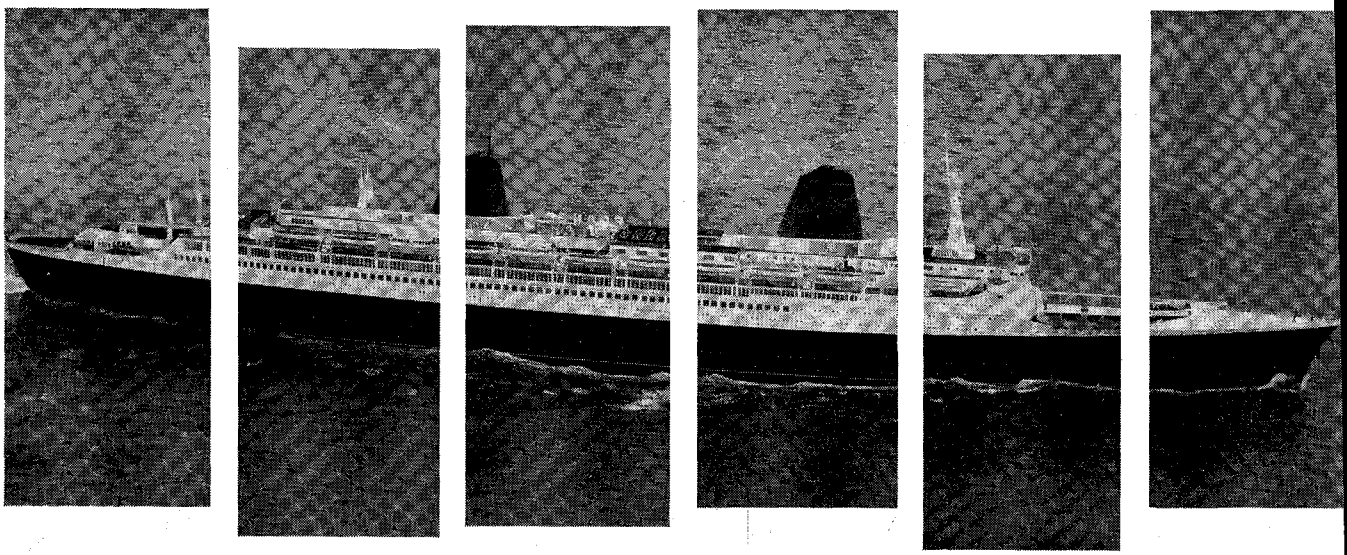
D17 PHILADELPHIA
The "birthplace of a nation" offers tours of historic sights and buildings. See Valley Forge State Park outside of the city. Roam a little further afield to the colonial village of Hopewell. Travel to rural Pennsylvania to visit Pennsylvania Dutch country.

D18 WASHINGTON-WILLIAMSBURG
Visit the Capitol, Supreme Court, Library of Congress, Lincoln Memorial, Arlington Cemetery, Georgetown, as well as Mt. Vernon, a short distance outside of the city. See colonial Williamsburg, restored as it appeared in George Washington's day. Perhaps include a side trip to Maryland, to see Annapolis.

D19 NEW ENGLAND
Take a motorcoach tour of New England, 1,200 miles of scenic land, including Berkshire Hills, Green Mountains of Vermont, White Mountains of New Hampshire, Portland, and New England's rock-bound coast. See Boston, Lexington, Cape Cod.

D20 MASSACHUSETTS
See historic sites at Concord and Lexington. Step on Plymouth Rock just as the Pilgrims did. Motor to oceanside resort areas and to Cape Cod. See artists' colony at Provincetown, at the tip of the Cape Cod peninsula reaching out into the ocean. Motor through scenic Berkshire Hills. Visit Boston, tour the Freedom Trail. See Harvard University.





OCEAN TRAVEL:
What a wonderful change of pace

"We had a wonderful time on our vacation trip . . . the people in the group were very interesting, but it was so exhausting it will take us a month to catch up."

Such expressions are common at the end of a fascinating vacation; however, they needn't be. For those who would like a change of pace in their travel plans, look at one of the oldest, yet most interesting modes of travel . . . the ocean liner.

Many company travel groups who wish to blend relaxation, time to themselves, and plenty of sun with the glamour and romance of distant places have been choosing Mediterranean and Caribbean cruises abroad fast and modern luxury liners.

Consider for a moment "la dolce vita" of an ocean cruise which combines the utmost in comfort, sumptuous cuisine, and a penchant for play in areas almost unlimited as far as personal desires are concerned. Among the many recreational facilities available to the ocean traveler are swimming, skeet shooting, dancing, cards, golf driving range, bowling and movies.

Try a Wine-Tasting Party

Group travelers these days are more receptive to the idea of broadening their interests and taking part in new and different diversions. A very memorable example of the wide variety of interests that can be pursued on shipboard is a wine-tasting party conducted by the wine steward. From the well-stocked cellars of the vessel a number of different types and vintages of wine are selected for tasting and comparison. Under the guidance of the wine steward, the group will achieve a better understanding of wines, their varying and pleasant tastes, places of origin, and appropriate service.

The wine-tasting party is an exhilarating experience in itself, but it can be just a prelude to an evening of exquisite dining on delicacies prepared by a staff of continental chefs.

It has been said, "A cruise is as much an epicurean adventure as it is a travel experience." Portions of food are generous and the preparation is superb. Since most cruise have only one class, all passengers have complete run of the ship and select meals from the same elaborate menu. The selection ranges from caviar, chateaubriand, and baked Alaska to such universal favorites as beef stroganoff and hamburgers.

Few Complaints of Expanding Waistlines

However, surprisingly few passengers complain of expanding waistlines, probably because there are so many pleasant ways to burn up excess calories. In a relaxing atmosphere which lacks the frantic racing to meet scheduled deadlines, the problems posed aboard ship can only be whether to play deck tennis, table tennis or shuffleboard, swim in the indoor or outdoor pool, attend a first run movie or see a big name night club act, take a free dance lesson or join a bridge tournament, or simply relax on a secluded deck with a good book from the ship's large and current library.

With all these time consuming activities available, it is reassuring to know the ship is your floating hotel. You can go to bed when you wish and sleep until you want to get up, inasmuch as there are no schedules to meet, no tour buses to catch, and no museums to view before closing hours. On the shorter cruises, the liner is headquarters for the group during the entire trip, thus eliminating hotel expense at ports of call and the bothersome packing and unpacking of luggage.

Unlike modern cities with the inevitable rushing for cabs and haggling over fares, entertainment or diversion on a ship is only a short walk down the deck, be it dancing, the cinema, or merely listening to a lecture on photography by an expert familiar with the ports you will be visiting. This man will be able to brief you on the historical and geographical background of the various points of interest, which will add depth to your picture-taking pleasure.

With all the shipboard excitement and glamour, visiting unique and colorful ports will seem like an added bonus.

The pleasures of climate control on board ship are many d selective, whether they be the exhilaration of strong salt eezes on the promenade deck or the cool comfort of air nditioning in your stateroom or in the areas of recreation, ning or relaxation.

In group travel the byword is "togetherness" and on board ip the mood is relaxed with an atmosphere that invites iendship and conviviality. There is time for discussions of utual interests and pleasures and it is not unusual to hear ch remarks as "our good friends, Mr. and Mrs. Adams, hom we first met on our cruise to the Caribbean."

ere's a Cruise for Every Pocketbook

Cruises come in all sizes, varieties, and lengths with a price nge to fit every pocketbook. Economically, a shipboard va- tion compares favorably with one of equal length encom- assing the same activities ashore. And with the modern abilizing devices employed by most liners, it's hard to tell at you're not on dry land without peeping out a porthole.

During the winter months, a regular Who's Who of med ocean liners swing into cruise service from the trans- tlantic fleet to serve sun-seeking travelers. Such sea-lane elebrities as the France, Kungsholm, Queen Elizabeth, Inde- endence, and Santa Paula can be a "home away from home" s you sail away to sunshine.

o Your Cruise Planning Well in Advance

he great popularity of shipboard life is illustrated by the act that each year many of the passengers on ocean cruises re repeaters. Consequently, space on many popular cruise hips is booked up far in advance. It pays to plan ahead to as- ure reserving the ship, sailing date, and accommodations of our group's preference. A travel agent can be tremendously elpful in selecting the ship most suited to your group's astes. It's his business to know the "personality" of various iners and his advice and knowledge assure a wise choice.

A pre-trip planning party can be almost as exciting as the ruise itself, particularly when it is arranged by your local ravel agent. This party can include a specific selection of ruise films available free of charge from most of the steam- hip lines and may feature a speaker from one of the lines, rofessionally qualified in the knowledge and grasp of the ubject matter. His talk may range from a short visual pre- entation to an extensive travelog of the areas under consid- eration. As a beginning assist, a group planning guide is also vailable from many of the lines.

Romantic Ports and Sparkling Islands

Consider a group from your company's travel club on an ocean liner bound for the sparkling islands of the Caribbean —Antigua, Curacao, Aruba, Jamaica, Puerto Rico. Or, maybe, on a more extended tour of the romantic ports and islands of the Mediterranean basin—the Majorcas, Cannes, Naples, the Cyclades, Cairo.

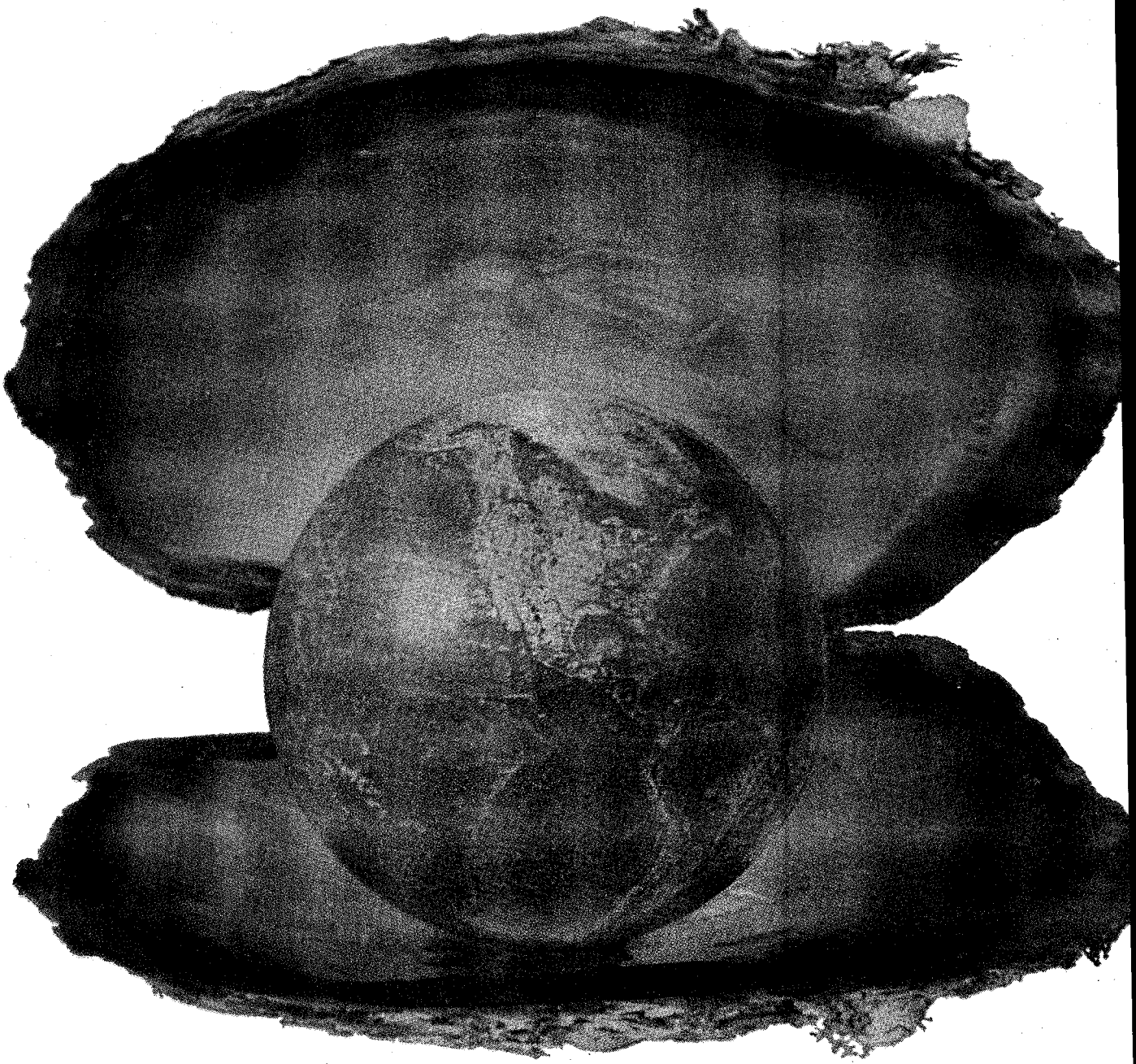
Problems and cares of the work-a-day world are left be- hind in a gay shower of confetti and streamers. Many plea- surable days at sea lie ahead, interspersed with many equally enjoyable excursions ashore to exotic and colorful places. Who ever heard of a tense or worried cruise passenger? Sea air weaves a special tranquilizing magic which perhaps accounts for some of cruising's popularity. This, combined with good food and drink, service in the grand tradition, and the com- radery of fellow passengers, adds up to a winning vacation combination that your company's employees will be reminisc- ing over for years to come. ■



A "splash" party is in progress around one of the pools on the S.S. France. Swimming is one of many activities available to work off any excess calories acquired while indulging in the magnificent mealtime offerings.



After an excellent dinner, it's the Grand Salon for dancing, drinks, and pleasant conversation into the night. Then a stroll on a deck bathed in moonlight and sea-scented breezes. (Photos courtesy of the French Line.)



A STANDARD OF EXCELLENCE

World Airways Scheduling 1966 Charters to Europe, Hawaii, and the Orient

World Airways is scheduling its fleet of Boeing 707 Intercontinental fan jets for 1966 charters to all of Europe*, Hawaii and the Orient.

Major organizations chartering World's deluxe Boeings include automobile manufacturers, fraternal organizations, educational institutions, insurance companies, electronic firms, appliance manufacturers and many special interest groups.

Frankly, there's no finer way for clients to reach the destinations of their choice. World's cuisine, World's service is the peer of any airline in the world. Schedules, menus, even special in-flight niceties, are custom-tailored to the chartering group's wishes. Literally, there's no finer way to fly—and there's no airline in the world with a better record for dependability and performance.

Incidentally, World is taking delivery of its fourth Boeing 707 in October; a fifth will arrive in May.

Write or cable World today:

*Subject to CAB approval

WORLD AIRWAYS

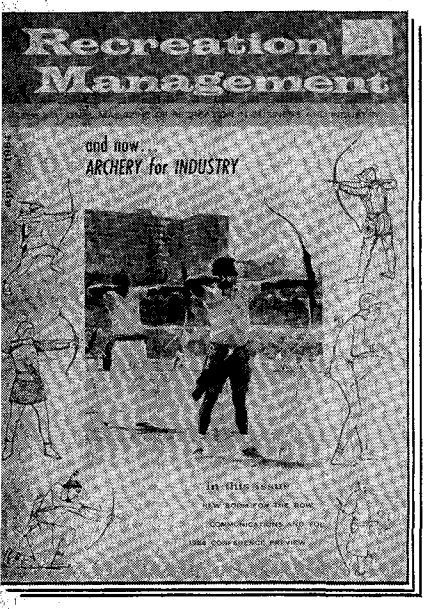
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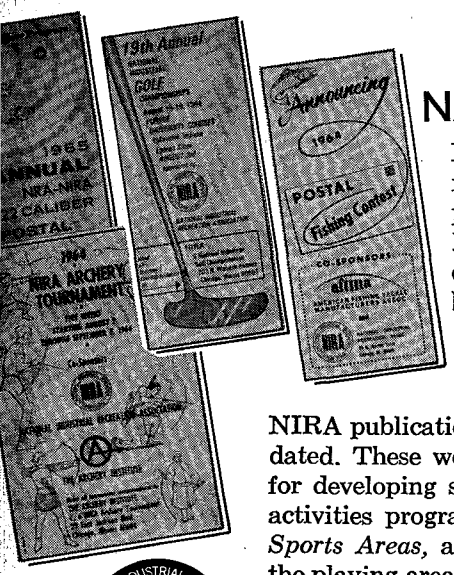
RECREATION MANAGEMENT

Published ten times yearly, R/M is the only national magazine exclusively devoted to age of the employee activities field. Each issue has a specific theme, such as "Group T "Spring Sports," "Employee Hobby Clubs," "Winter Sports," or "Bowling." Repo timely subjects are included, and the *NIRA Newsletter, Idea Clinic, Tournament T* and *Let's Talk Travel* sections appear as regular features. Profiles of individual co programs, an annual *Buyers Guide, Membership Directory, Conference Proceedings,* ment ads, and other features make it the industrial recreation administrator's handb

CONFERENCES

Annually, NIRA conducts local, regional, and national meetings for its members. At the National Conference, manufacturers of employee recreation products and services set up exhibits to show industrial activities administrators how to improve their programs. Perhaps more significant are the specialized seminars, workshops, round tables and the like, where the attendants get the opportunity to thrash out individual employee recreation problems, as well as get new insights into the organization, administration, and day-to-day operation of the recreation program.

NATIONAL NIRA CONFERENC AND EXHIB

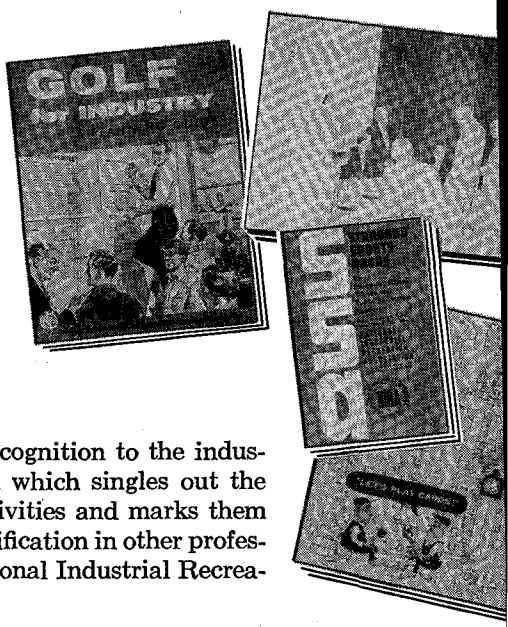


NATIONAL TOURNAMENTS

Each year NIRA members are invited to participate in one or all of the association's national tournaments. NIRA currently hosts and/or co-sponsors nationwide industrial pionships in Bowling, Rifle, Pistol, Fishing, Bridge, Archery, Golf, and Deer Trophy e Most of the tournaments are run on a "postal" basis (i.e., through the mail). These e can help stimulate interest in company programs through prize and trophy incentives o by NIRA. An employee of your firm could be a national champion.

PUBLICATIONS

NIRA publications are constantly being produced and updated. These works describe the step-by-step procedures for developing specialized activities within the employee activities program. These publications include *Standard Sports Areas,* a NIRA-copyrighted book which contains the playing-area specifications for 70 major indoor and outdoor sports and their variations; *Let's Play Cards; Golf for Industry; How to Set Up Tournaments,* and others, included as a membership service.



CERTIFIED INDUSTRIAL RECREATION CIRA VISTRATOR

PROFESSIONAL SOCIETY

The Certified Industrial Recreation Administrator program gives recognition to the industrial recreation director as a professional. "CIRA" is a designation which singles out the achievements of individuals who run their company's employee activities and marks them as well qualified to administer the recreation program. Similar to certification in other professional organizations, the CIRA program is administered by the National Industrial Recreation Association and is open to *any* qualified man or woman.

HELMS AWARD PROGRAM

HELMS

The Helms Industrial Recreation Award is given yearly by NIRA to the five member firms whose contributions to the field of industrial recreation have been most significant during the year. A panel of specialists in the field of recreation serve as judges of the nominated firms. The award is the highest honor which a company can win through excellence in the field of industrial recreation.

PRESIDENT'S BULLETIN

Periodically, NIRA sends members special reports on association programs and projects. Called *The President's Bulletin* these mailings also include program aids, rule books, film guides, reprints of articles about NIRA from non-association publications, and other miscellaneous materials which are of value to the recreation administrator.

OTHER SERVICES

NIRA provides, in addition to the specific ices already named, the special counsel staff and advisory committee; a complete ence library of useful materials, researc ports, and club constitutions; a confide placement service; its own research arm— National Industrial Recreation Research Educational Foundation, and the NIRA T Council to assist with employee group programs. Perhaps most significantly, N provides what *only* an association can—a f for the free exchange of ideas among the bers of one's profession.

APPLICATION FOR COMPANY MEMBERSHIP

NIRA

(A NON-PROFIT SERVICE ORGANIZATION ORGANIZED IN 1941)

NATIONAL INDUSTRIAL RECREATION ASSOCIATION

Company memberships are available to all industrial and business firms interested in the development of employee activities programs, on the basis of the following schedule:

	Annual Fee	**Maximum Services*
Companies with less than 500 employees	$ 20	1
Companies with less than 1,000 employees	35	2
Companies with from 1,001 to 5,000 employees	65	4
Companies with from 5,001 to 10,000 employees	95	6
Companies with more than 10,000 employees	125	10

The column "Maximum Services" indicates the number of individuals in a company and its branches to whom complete Association services will be sent, if desired, without additional cost. Members desiring services beyond the maximums indicated may obtain them on payment of $15 per year per extra service.

We submit this application for membership in the National Industrial Recreation Association, with all rights, privileges and services thereof.

In accordance with the above schedule and based on our present employee roster, numbering _____ persons,

☐ we enclose our check
☐ please bill us

for _____ dollars for one year's trial membership.

Please send regular NIRA services, as issued, to the following individuals: The name of our principal representative, to whom NIRA correspondence should be addressed (until you are otherwise advised) is listed on line 1 below.

1. _____
(Name — please print) (Title) (City, State, ZIP Code)

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Company _____

Address _____

Date _____ By _____

Credit for this membership due: _____

Mail to
NATIONAL INDUSTRIAL RECREATION ASSOCIATION,
20 N. Wacker Dr., Chicago, Ill. 60606

NIRA Newsletter

SEPTEMBER 1965 ©1965 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION VOL. 23, NO

Ninety-Six Firms Join NIRA'S Ranks in the Past Six Months

A whopping 96 firms have joined the ranks of NIRA since we last published a list of new members in the December 1964 issue.

The lion's share of credit for this phenomenal recruiting feat goes to men like president-elect Larry Deal of Inland Mfg. Div., GMC, who spent the last two years as NIRA's membership chairman, past-president Frank Davis of Lockheed, and president Charles Bloedorn of Goodyear.

Also, a special mailing of "Top Management Speaks"—a booklet containing some of the finest endorsements of industrial recreation ever penned by chief executives of "blue chip" American firms—helped influence the decision of many companies to join.

It is with great pleasure that we introduce NIRA's new members.

Company Members

Hanna Coal Co. (B)*
Chemstrand Co., Ala. (B)
Lockheed Industrial Products (AA)
Commerce, Calif. Emp. Club (A)
Bristol Co. (A)
Columbus Mutual Life Insurance (AA)
ACF Electronics Div. (A)
Gast Mfg. Corp. (AA)
National Seating Co. (AA)
J. E. Baker Co. (AA)
Stevens Mfg. Co. (AA)
Risdon Mfg. Co. (A)
IBM Systems Mfg. Div. (B)
Ampco Metal, Inc. (A)
Borg-Warner Motive Div. (AA)
Mansfield Tire & Rubber (B)
Climax Molybdenum of Michigan (AA)
Bucyrus-Erie Co. (B)
International Latex Corp. (AA)
Lowe Bros. (AA)
Welch Grape Juice Co. (AA)
A. L. Garber Co. (AA)
AFPMPP-USAF Military Personnel (AA)
American Radiator & Standard Sanitar (AA)
Colonial Press, Inc. (B)
Sundstrand Aviation (B)
Hess & Clark Div. (AA)
Mosler Safe Co. (B)
Los Angeles County Employees Assn. (D)
Roehr Products, Inc. (AA)
Tait Mfg. Co. (AA)
Otter Tail Power Co. (A)
Perfex Corp. (A)
Ohio Edison Co. (AA)
Sinclair Refining Co. (AA)
Control Data Corp. (C)
Bradley Washfountain Co. (AA)



Participants at the recent recreation conference sponsored by the Lifetime Sports Foundation in Washington, D.C. were (seated, L to R): Jackson Anderson, assistant executive secretary, American Assn. fo Health, Physical Education and Recreation, Washington, D.C.; Ray L. Butler, executive director, Amer can Recreation Society, Washington, D.C.; Bud Wilkinson, president, Lifetime Sports Foundatio Washington, D.C.; Theodore P. Bank, president, Athletic Institute, Chicago; Mrs. Anne K. Bushar National Assn. of Recreational Therapists, Washington, D.C.; Miss Charlene Hartenstine, LSF; Edwin Staley, executive director, Recreation and Youth Services Planning Council, Los Angeles; (Standing, L t R) Simon A. McNeely, director of Federal-State Relations, President's Council on Physical Fitness, Wash ington, D.C.; Stewart G. Case, president, American Recreation Society, Fort Collins, Colo.; Don L. Nee NIRA's executive director; A. L. Ellingson, Assn. of College Unions International, Portland, Ore.; Josep Prendergast, executive director, National Recreation Assn., New York City; Richard S. Snider, LSF; Mil Christensen, superintendent of recreation, District of Columbia Recreation Dept.; William E. Noonar director, Lifetime Sports Education Project, AAHPER; C. Carson Conrad, chief, Bureau of Health Educa tion, Physical Education and Recreation, State of California, Sacramento; Walter Cook, assistant exec tive director, American Institute of Park Executives, Wheeling, W. Va.

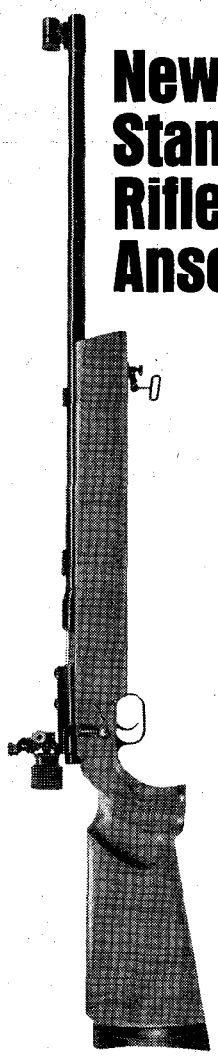
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New I.S.U. Standard Rifle from Anschutz



How can a rifle designed especially for international matches be just what U.S. smallbore shooters are looking for? Easy. The Anschutz people built a position rifle to meet the new International Shooting Union "Standard" classification. What they came up with happens to be ideal in weight and stock design for U.S. match requirements.

It's built on the same Match 54 action that was used by 7 out of 10 of the smallbore shooters in the Tokyo Olympics (and all the medal winners).

The 1408 weighs about 10 pounds, easily meets the I.S.U. limit of 5 kilograms with sights. The single stage trigger, adjustable for weight of pull, creep and backlash, is set for 500 grams (1.1 lbs.). A replacement spring is included to convert to a 3 pound pull for U.S. matches.

The 7/8" diameter, 27½" barrel is precision rifled and hand-lapped for peak accuracy. The French walnut stock has adjustable butt plate, raised cheek-piece, contoured pistol-grip and a deep fore-end for position shooting. Full length swivel rail and scope blocks. **$145.** (Sights extra.) Left-hand stock, **$157.**

Prices subject to change. For free full-color catalog, write: Savage Arms, Westfield 141, Mass. 01085. (A Division of Emhart Corporation, Savage, Anschutz and the Indian head Reg. U.S. Pat. Off.)

Savage ANSCHÜTZ

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J. P. Stevens Co. (A)
Miniature Precision Bearings (A)
APL Recreation, Inc.
National Bank of Detroit (B)
Rex Chainbelt Bearing Div. (AA)
Cabot Piping Systems (AA)
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Pitney-Bowes, Inc. (B)
Newsday, Inc. (AA)
Connecticut Light & Power (B)
Central Tel., So. Nevada Div. (A)
Fisher Body Div., GMC (B)
Servomation of New England (AA)
Tektronix, Inc. (B)
Champion Papers, Inc. (B)
Long Island Lighting Co. (B)
Goodyear Tire & Rubber Co. of Canada (B)
Shell Development Co. (B)
The Pantasote Co. (AA)
American Electronics, Inc. (AA)
Abitibi Corp. (AA)
Nylon Industries, Inc. (A)
James D. Easton, Inc. (AA)
Canton Drop Forging & Mfg. Co. (A)
The Bendix Corp. (B)
Convey-All Corp. (AA)
Fairfield Mfg. Co., Inc. (A)
Cherry-Burrell Corp. (A)
Ross Gear Div. of TRW (B)
Westinghouse Electric Corp. (B)
Monsanto Research Corp. (B)
IBM Corp. (B)
Varo, Inc. (A)
Sunbeam Corp. (B)
Tool Steel Gear & Pinion Co. (A)
Airborne Instruments Lab. (B)

*Company Classification By Size

(AA)—Companies with less than 500 employees
(A)—Companies with 501 to 1,000 employees
(B)—Companies with 1,001 to 5,000 employees
(C)—Companies with 5,001 to 10,000 employees
(D)—Companies with over 10,000 employees

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continued on page 24

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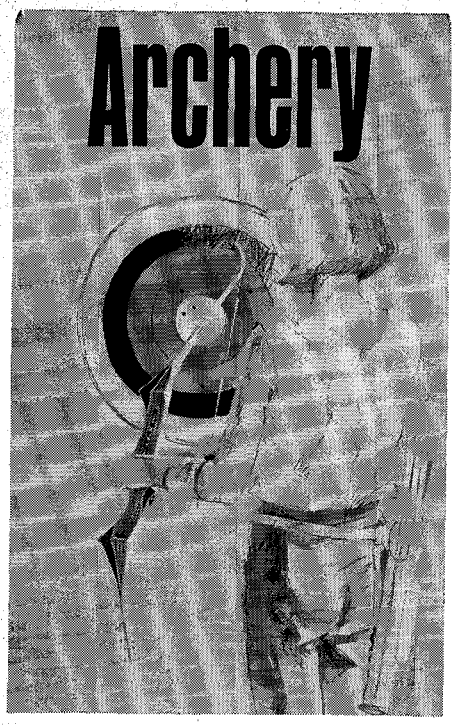
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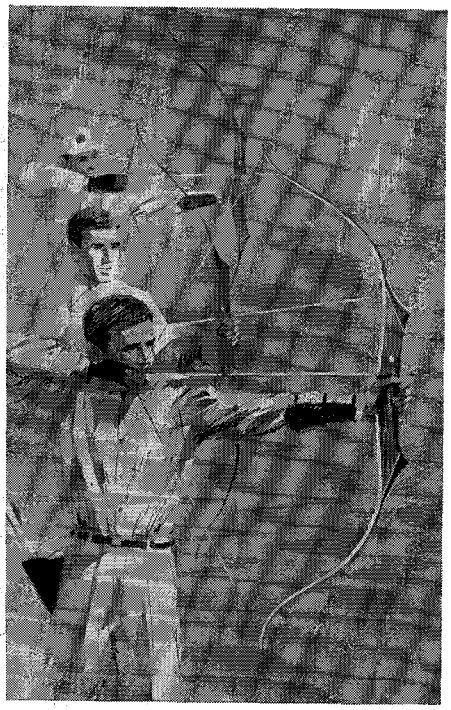
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continued from page 23

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America On Wheels, Elizabeth, N. J.

Evaluate Firearms Bill with a View to Sportsmen: Orth

The general public must "evaluate proposed federal firearms legislation with a view to its effect on the millions of law-abiding citizens and shooting sportsmen in the United States."

This was the contention of Franklin L. Orth, executive vice president of the National Rifle Assn. of America, in a speech given August 9, 1965 at the American Fishing Tackle Manufacturers Assn.'s annual trade show in Chicago.

"You and I and everyone else will support laws which will effectively reduce the criminal or misuse of firearms," Orth stated. "But we do strenously—and rightly—oppose proposals which experience shows would have little effect on the crime picture, but which would considerably affect the lawful and legitimate ownership and use of guns."

Orth went on to say that the firearms legislation bill currently before Congress bears little, if any, resemblance to the bill introduced by Senator Thomas Dodd of Connecticut in the 88th Congress. The Dodd Bill was submitted only after several years of research and many consultations with sportsmen, members of the firearms industry, police authorities, and others knowledgeable in the use and misuse of firearms. The bill was considered to be a calm and sensible work by most sportsmen.

However, with the wave of hysteria which followed the tragic assassination of President Kennedy, the Dodd Bill was drastically changed to apply to all firearms, whereas the original bill was confined to handguns. Then, after President Johnson's message to the Congress on crime, delivered on March 8 of this year, the Dodd Bill was abruptly replaced by S. 1592, the current and highly controversial bill.

"S. 1592 completely eliminates the mail order selling of all firearms, rifles and shotguns as well as hand-guns, to all individual citizens. There is no need

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such drastic action. Logical and enceable controls on 'concealable' guns uld accomplish the desired purpose :hout seriously affecting the millions law-abiding target shooters, hunters, d farmers," Orth concluded.

et's Not Forget the YBA

. I enjoyed reading the two bowling icles in the August issue of RECREA-)N MANAGEMENT.

On page 7, various national bowling ganizations were listed that could be service to industrial bowling proams. I'm sure it must have been an ersight, but I was greatly surprised at the Youth Bowling Assn. (YBA) is not included on this list.

YBA is a BPAA service and one that n well be adapted to the youth bowlg needs of any industrial bowling proam. And YBA does have all necessary aterials for a youth program. . .

W. E. Sutton, Director
Youth Activities
BPAA Youth Bowling Assn.

The omission of the YBA from the itional bowling organization list was rictly an oversight. Our hats are off to fine youth bowling program.

NIRA Directors to Meet in Chicago Oct. 15-16

Chicago's Sherman House will be the site of the NIRA Board of Directors fall meeting, October 15-16, 1965.

At the meeting, a detailed report of the 24th National Conference held last May in Milwaukee, which was the most financially rewarding in NIRA's history, will be analyzed.

Site of the 1968 conference will be selected at the meeting, with four cities bidding. Cincinnati is the site of the 1966 conference. In 1967 the national conference will go West for the first time—to Los Angeles.

On the evening of October 15, the board of directors will participate in a reception with the NIRA Travel Council and staff, which will meet at the Palmer House that day.

Results of National Industrial Bowling Tourney

The Avondale Credit Union team (Chevrolet Muncie) of Muncie, Ind. racked up a score of 3,152 pins, good for first place in team competition and $17,500 in prize money in the 28th National Industrial Bowling Tournament held recently at the Varsity Lanes in Dayton, O.

Second in team standings was the Drinkman Stars (International Harvester), Indianapolis with 3,147 pins and $8,750; third, Monarch Lathes No. 1, Sidney, O. with 3,142 pins and $4,375.

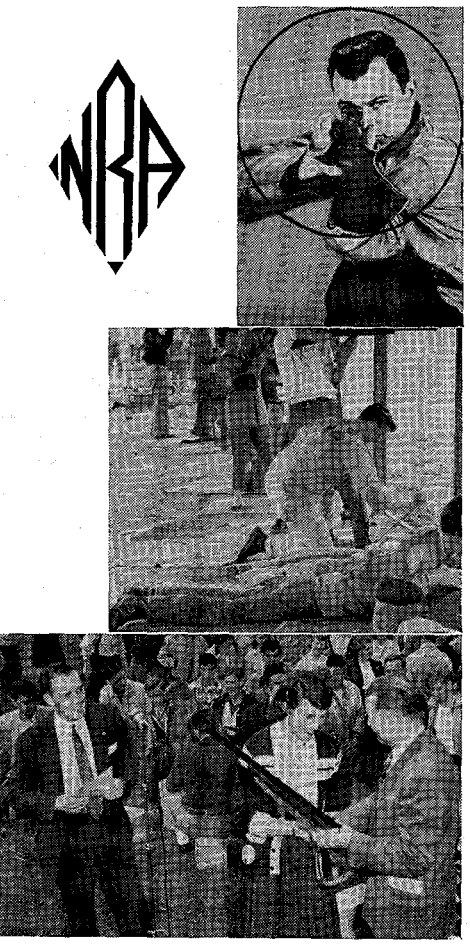
Bill Kaczmarczyk of Elec. Hose "A", Wilmington, Del. captured the three-game individual competition with a score of 794, which earned him $200 in prize money.

Names in the News

John H. Leslie, past president of NIRA, has been promoted to manager of industrial recreation by the 3M Co.

Leslie, who has been manager of employee recreation and administrator of the employees' 3M Club, will be responsible for world-wide employee recreational activities and the recreational facilities at the company's Tartan Park near St. Paul.

Charles Gillett has been selected to succeed **Royal Ryan** as executive vice president of the New York Convention and Visitors Bureau, Inc. on January 1, 1966. Ryan retires, but will remain affiliated on a consulting basis.



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FEATURING GOLF, BOWLING, RIFLE, PISTOL, BRIDGE, ARCHERY, FISHING AND DEER TROPHY TOURNAMENTS

Archery Tourney Completes First Week of Competition

A total of 40 companies and 179 individuals have completed the first week's shooting in the 2nd Annual NIRA Archery Tournament, co-sponsored by the Archery Manufacturers Organization and NIRA.

The tournament, a postal event, will run five weeks through September 4, 1965. The Archery Institute, Chicago, which is AMO's operating arm, is handling the administrative details of the tournament. Participants send their scores back to The Archery Institute weekly for judging.

The event is a team and individual, scratch and handicap, tournament. Participating companies are not required to field a full team of archers—though they are, of course, eliminated from the team awards.

A major rule change this year is that only amateur archers are allowed to compete. Last year both amateurs and professionals were eligible. The only other major difference in this year's tournament is that in a given week the archers will shoot three instead of four games—with a possible score of 300 instead of 400.

The top individual archer in the tournament will be sent on a bow-hunting expedition for deer, expenses paid, to North Manitou Island in Lake Michigan. This trip is arranged through the courtesy of Shakespeare Co., a major manufacturer of fishing, golf and archery equipment.

AMO officials wish to point out that acceptance of the North Manitou Island prize trip will not jeopardize an archer's amateur standing.

In addition to that prize, a liberal distribution of trophies to team and individual winners will be made.

In 1964, when 23 companies and 168 individuals entered the tournament, Forrest Flaminio of AC Spark Plug, Milwaukee, took top honors in the individual scratch division and won the North Manitou Island trip. Jim Law, Grimes Mfg. Co., Urbana, O., placed first in the individual handicap event. Top scratch honors in the team event went to National Cash Register's Team 1 from Dayton, O. Handicap winners i the team event were IBM Corp. Team 1 Lexington, Ky.

Story of the results of this year's arch ery tournament and the prize trip t North Manitou Island will appear i forthcoming issues of R/M this fall.

Armco Shoot Shaping Up

The 16th Annual Armco National In dustrial Invitational Trap Shoot will b held Sunday, September 12 at th Middletown Sportsmen's Club in Mid dletown, O.

The sponsor, the Armco Steel Corp Gun Club, says the tournament will b a five-man team event. Each man shoot 50 birds. The first 25 are shot from th 16-yard line. The second 25 birds wil be shot according to team handicap There is a $10 entry fee for each five man team. The entire fee is used to help



Quite an Array of Hardware: Here's the imposing lineup of trophies that will be awarded at the 16th Annual Armco National Industrial Invitational Trap Shoot (see accompanying story). The men in the picture are the Armco Gun Club officers (L to R): Jim "Buck" Ingram, president; Frank Goode, vice president; Al Kocsis, secretary and Arnold Smith, treasurer. In addition to these awards, Winchester Franchise Operations, in cooperation with NIRA and Armco Steel Corp., will award a Winchester Model 12 trap gun to the high overall individual champion. Winchester has also extended an invitation for a day's shooting at Nilo Farms in southern Illinois to the champion and runner-up teams.

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ver the cost of trophies and awards. ch team pays for its own shells and penses for travel. Ammunition and y targets are available at the club at evailing prices. Any industrial com- ny is eligible and may enter as many ams as it desires.

In addition to the fine array of tro- ies and silverware to be presented by rmco (see accompanying photo), Win- ester Franchise Operations, in coopera- on with NIRA and Armco Steel Corp., ill award a Winchester Model 12 trap un to the high overall individual ampion. Winchester has also extended invitation for a day's shooting at ilo Farms in southern Illinois, to be joyed by the champion and runner-up ams. The day at Nilo will include clay rget shooting, as well as pheasant, uail and duck hunting. The Nilo hunt ill be scheduled after October 1.

The annual Armco Shoot has gained onsiderable interest over the past few ears, and the number of participating ams increases each year to establish ew records. Ninety-nine teams com- eted in 1964 with the Remington Arms eam 1, Bridgeport, Conn., firing 234 ut of a possible 250 to capture the hampionship.

84 Teams Compete in NIRA Golf Tourney

As we go to press, final preparations are being made for the 20th Annual National Industrial Golf Championships to be held the weekend of August 14-15, 1965, at Hamilton, O.

Eighty-four teams of 4 men each will vie for the title on the challenging Ellis Potter and Twin Run Municipal Golf Courses.

Champion Papers, Inc. of Hamilton, O., will be the host company for the tournament. Champion has arranged a "Golfer's Buffet" on the eve of the tournament at Thompson Park, the company's beautiful 60-acre employee recreation complex.

The 84 teams will be separated into two divisions for this 36-hole scratch tournament. Thirty-seven teams have entered with average scores of 330 or below—these will compete in Division A. The remaining 48 teams, with average scores above 330, will play in Division B. This is a change from last year when three separate divisions were open to both teams and individuals.

First four places in each division will receive team trophies, and the winner of Division A will also receive the rotating W. W. Sebald Trophy. The four members of the winning team in each division will receive individual trophies.

The medalist in each division will receive a special trophy, and in addition, the Division A medalist will receive the rotating Ray Detrick Trophy. Ray Detrick, retired recreation director from Goodyear, began and for many years administered the tournament.

There will also be a "management tourney" for executives and company recreation directors who accompany the players to Hamilton.

In 1964, a "sudden death" play-off, first in the tournament's 19-year history, resulted in victory for the Division A MacGregor Co. team from Cincinnati, over the Thompson Ramo Woolridge, Inc. team from Cleveland. Jim Musille, a 44-year-old truck driver for Westinghouse, Mansfield, O., shot a six-under-par 136 to place first among the individuals. The 1964 event was played on the North and South courses at Purdue University, West Lafayette, Ind.

Complete details on the results of the 1965 NIRA Golf Tournament will appear in the October issue of R/M.



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Olin Angler Wins Fishing Derby: Lands Lunker Striped Bass

Andrew Lang of Olin Mathieson Chemical Corp., New Haven, Conn., topped all other entries in the 8th Annual AFTMA-NIRA Postal Fishing Contest with a 58 lb. 8 oz. striped bass good for 801.36 tournament points, setting a new record in the event.

Lang was trolling a plug off Cuttyhunk, Mass. last June 29, when he hooked the monster striper. With this catch, Lang takes over the crown from John Sharp, General Motors of Canada, whose 771.5 point brook trout, caught in May of 1964, had formerly held the all-time NIRA point record.

The fresh water honors went to Leroy Browning, Martin Co., Orlando, Fla., for a 12 lb. 6 oz. largemouth bass that totaled 556.17 points. The Martin Co.'s recreation director, Jack Horner, scored as the NIRA member submitting the highest number of entries in relation to the size of his company.

In the 8th annual event, a total of 31 companies entered contestants, the largest number in the tournament's history.

The rules of the tournament are written so that each catch is compared with the world's record fish of its particular species, the latter being rated at 1,000 points. So at 801.36 points, Andy Lang's striped bass was not too far from being a world's record as well as a tournament record.

Official judging of the event is done by the American Fishing Tackle Manufacturers Assn., which is also a co-sponsor with NIRA.

The Shakespeare Co. will present merchandise prizes to each month's salt and fresh water division winners.

In addition, Andy Lang, as the new national industrial fishing champ, will be treated to a weekend of smallmouth bass fishing on wild and beautiful North Manitou Island in Lake Michigan. (R/M will carry a report on this trip in an upcoming issue this fall.)

A complete list of winners follows:

National and Monthly Winners

NIRA Grand Champion
Andrew Lang, Olin Mathieson, New Haven, Conn.,
58 lb., 8 oz. Striped Bass ..... 801.36 pts.

May Fresh Water Champ
William Heckrodt, Dow Corning, Midland, Mich.
24 lb. Northern Pike ..... 520.32 pts.

May Salt Water Champ
Robert Henke, Martin Co., Orlando, Fla.
10 lb., 4 oz. Spotted Weakfish ..... .675

June Fresh Water Champ
Leroy Browning, Martin Co., Orlando, Fla.
12 lb., 6 oz., Largemouth Bass 556.17

June Salt Water Champ
Andrew Lang, Olin Mathieson, New Haven, Conn.
58 lb. 8 oz. Striped Bass 801.36

July Fresh Water Champ
Leonard King, Martin Co., Orlando, Fla.
11 lb. 8 oz. Largemouth Bass 516.8

July Salt Water Champ
Gertrude Anglin, Martin Co., Orlando, Fla.
10 lb. 14 oz. Spotted Weakfish 716.05

NIRA Member with Most Entries
Jack Horner, Martin Co., Orlando, Fla.

Winners by Species

Fresh Water Division

Bass, Largemouth ..... 12 lb. 6 oz.
Leroy Browning, Martin Co., Orlando, Fla.

Bass, Smallmouth ..... 6 lb.
Ronald Cox, Delco-Remy, Anderson, Ind.

Bluegill, Tie ..... 1 lb. 7½ oz.
Dave Schamens, Hamm's, St. Paul, Minn.
Walter Zwieg, Hamm's, St. Paul, Minn.

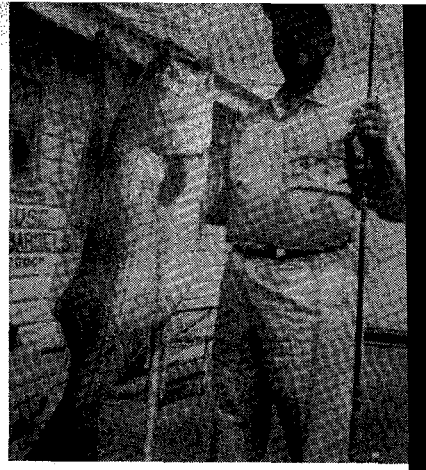
Catfish, Blue ..... 36 lb.
John Frazer, International Shoe Co., St. Louis

Catfish, Bullhead ..... 3 lb. 4 oz.
Harvey Eckoff, Martin Co., Orlando, Fla.

Catfish, Channel ..... 2 lb. 2 oz.
Harvey Eckoff, Martin Co., Orlando, Fla.

Crappie, Black, Tie—three ways ..... 1 lb. 12 oz.
Lynn Walker, Dow Chemical Co., Midland, Mich.
Melvin Wilkinson, 3M Co., St. Paul, Minn.
John Young, Hamm's, St. Paul, Minn.

Crappie, White ..... 2 lb. 1 oz.
Wallace Kellog, Hamm's, St. Paul, Minn.



Grand Champion Andrew Lang of Olin Mathieson Chemical Corp., New Haven, Conn. displays his 58 lb. striped bass which earned him the title.

Muskellunge ..... 32 lb. 9
Fredrick Koehn, Motorola, Phoenix, Ariz.

Northern Pike 24
William Heckrodt, Dow Corning, Midland, Mich.

Perch, White 2
John McCafferty, Brookhaven Natl. Lab, Upton, N.Y.

Salmon, Atlantic ..... 18 lb. 8
G. H. L. Affleck, RCAF Station, Goose Bay, Labrador

Salmon, Chinook ..... 30 lb. 9
Ken Fick, Puget Sound Naval Shipyard, Bremerton, Wash.

Trout, Brook ..... 5 lb. 5
R. W. Chidley, General Motors of Canada, Oshawa, Ont.

Trout, Brown ..... 8 lb. 11
Quentin Sommers, 3M Co., St. Paul, Minn.

Trout, Lake ..... 25 lb. 8
Wm. Rosenthal, Jr., Goodyear Tire & Rubber, Lincoln, Neb.

Trout, Rainbow ..... 10 lb. 4
Harold Lemire, Boeing Co., Seattle, Wash.

Walleye ..... 12 lb. 7
Adolph Ryniak, GM Tech. Center, Warren, Mich.

Salt Water Division

Bonito ..... 10 lb. 6
Harvey Eckoff, Martin Co., Orlando, Fla.

Dolphin ..... 41 lb. 14
Wm. Klawe, Martin Co., Orlando, Fla.

Flounder ..... 1 lb. 14
Gene Hoke, Martin Co., Orlando, Fla.

Kingfish 25
J. A. Kobberup, Martin Co., Orlando, Fla.

Sailfish, Atlantic 55
W. F. Armstrong, Martin Co., Orlando, Fla.

Sailfish, Pacific 114
Edward Weiss, Republic Aviation, Farmingdale, N.Y.

Spotted Weakfish ..... 10 lb. 14
Gertrude Anglin, Martin Co., Orlando, Fla.

Striped Bass ..... 58 lb. 8
Andrew Lang, Olin Mathieson, New Haven, Conn.

Tarpon 80
George Harris, Martin Co., Orlando, Fla.

Yellowtail 53
Pete Powers, General Dynamics, Pomona, Calif.



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Shooting Sports Issue

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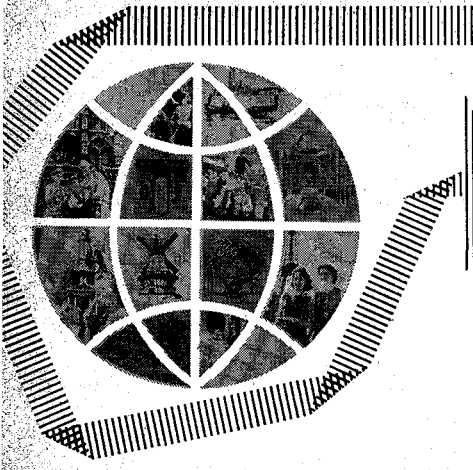
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She and Irish share other talents, too: They can juggle itineraries, custom-build tours, and save money for you every step of the way.

Incidentally, we're pretty sure that any tour that Marion suggests will include Ireland, either before or after the rest of your trip. No group that wants to be different or see more would want to miss a visit to the Emerald Isle. (Where else can you dine in a 15th century castle one day and take off in a shimmering jet the next!)

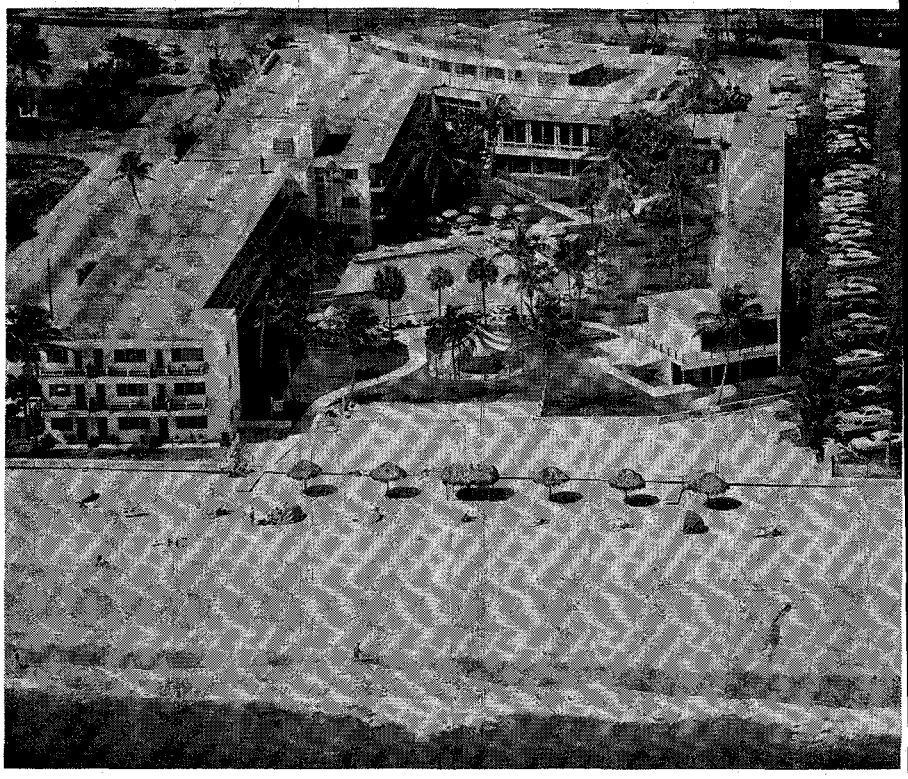
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NEWS AND VIEWS ABOUT ORGANIZING AND RUNNING EMPLOYEE GROUP TRAVEL ACTIVITIES, INCLUDING SHORT AND EXTENDED TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF INTERES



The 'Off-Season' Can Be the Fun Season— At Bargain Rates

In the past few years, an increasing number of industrial firms have formulated working agreements with resort hotels so that their employees can enjoy "off-season" vacations at these luxury spots, at substantially reduced rates. Resort hotels are always on the lookout for ways to keep their occupancies up during the "off-season", and companies that can provide groups or a steady stream of employees during this season can usually command bargain rates.

There are a number of features about off-season vacations at resort hotels which many employees find very attractive. Generally beaches and other recreation facilities are less crowded and life moves at a slower tempo. Prices at restaurants, night clubs and other tourist attractions tend to be lower than during the winter season. The prevalence of air conditioning makes even the warmest of days enjoyable. And children are out of school during the summer months, making an "entire-family" vacation very attractive.

Vacationers are pleased with the idea of using the resort hotel as home base while leisurely touring points of interest in the surrounding area. In this way, they can return to the hotel at whatever time they wish, with the knowledge that the ordeal of packing and unpacking does not await them each day.

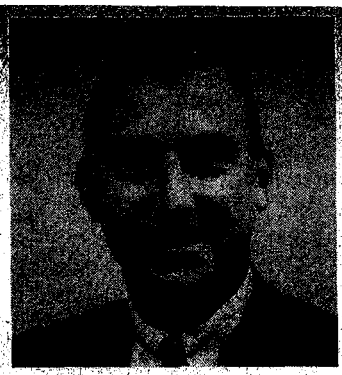
Many employees are so impressed with the arrangements which their firm has made for them that they return to the same resort hotel year after year.

A fine example of a working agreement between company and resort hotel is the arrangement Nationwide Insurance Co., Columbus, O. has with the Beach Club Hotel of Fort Lauderdale, Florida (pictured in photo above).

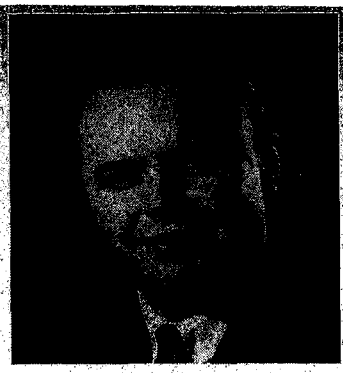
The Beach Club is a beautiful hotel located on a 300 foot frontage of private sand beach in the north section of Fort Lauderdale. It is set within four acres of landscaped gardens and has its own olympic-sized fresh water swimming pool. There are 128 separate accommodations consisting of 81 bedrooms, 41 apartments and apartmentettes, and a deluxe 6-bedroom penthouse. Five dining rooms and two outdoor dining terraces are served by two complete kitchens. Ten municipal golf courses, horse racing and dog tracks, jai alai exhibitions, and charter fishing boats are all located within easy driving distance of the hotel.

Nationwide Insurance Co. employees

continued on page 33



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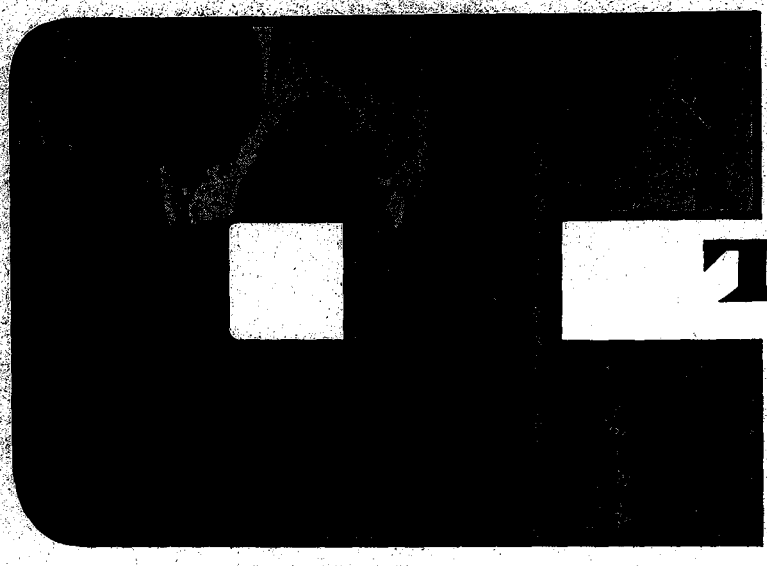
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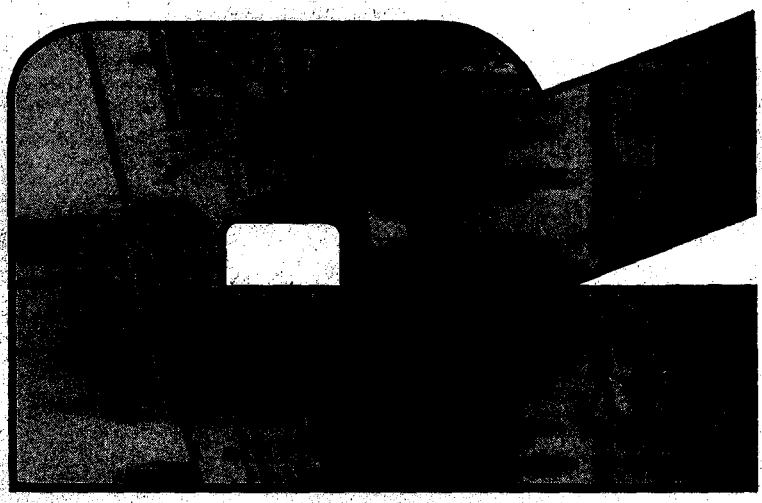
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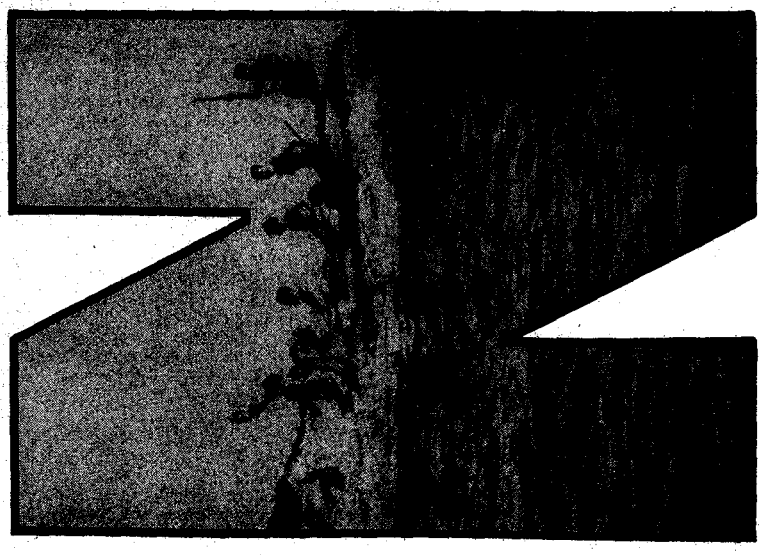
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Hilton Hotels Corp.
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Send to the Travel Council for any of the following employee travel program aids:

Clip out and send to: NIRA Travel Council, 20 N. Wacker, Chicago 60606

☐ Starting an Employee Travel Club
☐ Sample Employee Travel Club Constitution
☐ Air Transportation and Land Arrangements Check List
☐ Services for Families Who Travel by Auto

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tinued from page 30

enjoy all the facilities and privileges this resort hotel at special bargain es between April 19 and December These prices are substantially below n the reduced "off-season" rates rmally offered to the public by the ach Club.

A modified American Plan "package" res Nationwiders seven days and six ghts at the Beach Club for only $49 t person, two to a room. It covers eakfasts and dinners, including a ecial lobster roast on the beach, a sea-od jamboree, country brunch, and pper on the grass. It also covers "for e" a cocktail party, a basket of fresh orida fruit delivered to the room, and three-hour boat trip to a Seminole In-an village by way of Fort Lauder-le's scenic canals. Use of the pool, ach, shuffleboard and volleyball fa-ities, etc. are all included in the ckage.

Under the European Plan, Nation-de employees can have a hotel room r just $4 a day per person, two to a om, or a housekeeping apartmentette $5 a day per person, two to a room. his plan includes continental breakfast rved in the club's patio dining room.



And Away They Go! Thirty-two members of the Damon Gourmet Club, which is a member of the Goodyear Employees Activities Committee, are pictured prior to take-off on a month-long "around the world" tour by air. Some of the places included in the itinerary were Paris, Rome, Athens, New Delhi, Tokyo and Honolulu. At the extreme left of the photo is Mrs. Charles E. Bloedorn, wife of NIRA's president, who acted as coordinator of the trip.

Another selling point for an "entire family" type vacation is that Nationwide employees' children who are under 12 and share a room with their parents are free guests of the hotel.

The managements of both Nationwide Insurance and of the Beach Club Hotel are pleased with the way things are working out, to say nothing of the Nationwide employees who are taking full advantage of the bargain. So it looks like there will be a happy relationship here for many years to come.

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Acapulco Hilton, Mexico. Right on the beach, with acres of tropical gardens. Huge swimming pool with island-restaurant and night club.

Continental Hilton, Mexico City. On the fashionable Paseo de la Reforma, within easy reach of all the excitement of this fascinating city.

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POSITIONS WANTED

Young man with B.S. in physical education from Springfield College (Mass.) seeks administrative position in recreation field. Five years experience in Y.M.C.A. programs. Single. Salary, $6,500.
Box #146—RECREATION MANAGEMENT

Man with extensive experience in recreation administration and coaching on both college and service levels seeks position as director of large industrial recreation program. M.A. in administration and recreation from Columbia University. Married, 4 children. Salary, open.
Box #145—RECREATION MANAGEMENT

Young man with B.S. in recreation from U. of Southern Mississippi seeks position as recreation director. Experience in city recreation. Married, 1 child. Salary, $5,100.
Box #144—RECREATION MANAGEMENT

Young man with 5 years experience in high school coaching and community center work seeks position as director of recreation/athletics in Midwest. B.A. in education from Colorado College. Married, 3 children. Salary, open.
Box #143—RECREATION MANAGEMENT

Young man with 3 years experience as director of a Y.M.C.A. recreation program seeks position as director of an industrial recreation program. B.S. in physical education from Mankato State College. Married, no children. Salary, $8,000.
Box #142—RECREATION MANAGEMENT

Young man with B.S. in business administration from Grove City College seeks position as recreation director in industry. Experience includes four years as high school teacher and coach. Married, two children. Salary, open.
Box #141—RECREATION MANAGEMENT

Man with B.S. in education from Univ. of Wyoming seeks position as director of recreation/athletics in industry. Experience includes six years municipal recreation. Married, four children. Salary, $7,200.
Box #140—RECREATION MANAGEMENT

Man with M.S. in recreation from Indiana U. seeks position as employee services administrator. Experience includes being superintendent of parks and recreation for several municipalities in Midwest. Married, two children. Salary, $9,600.
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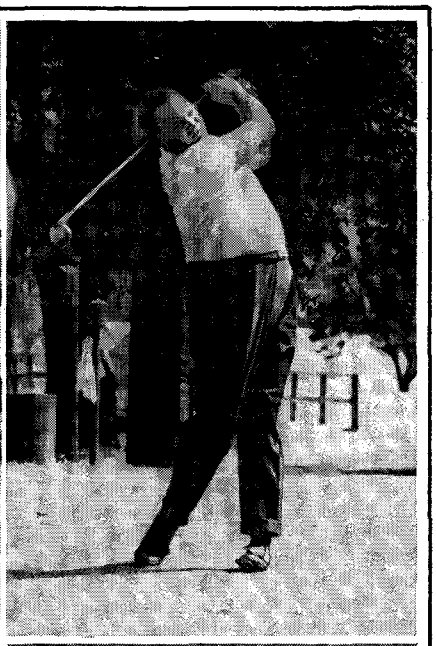
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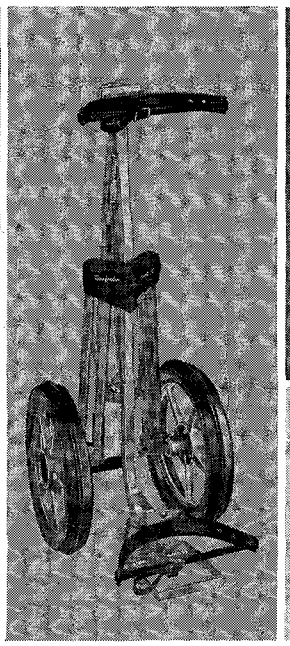


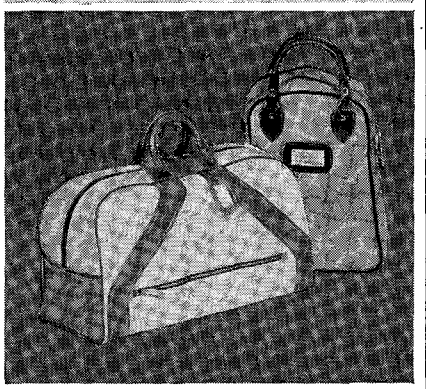


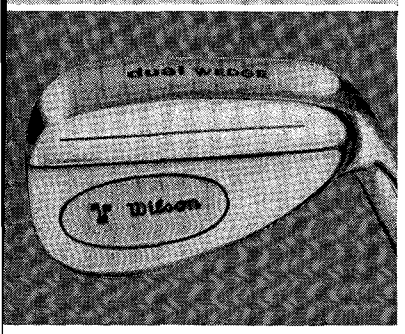


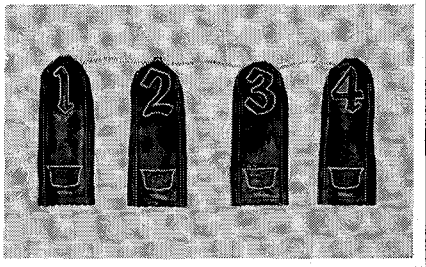












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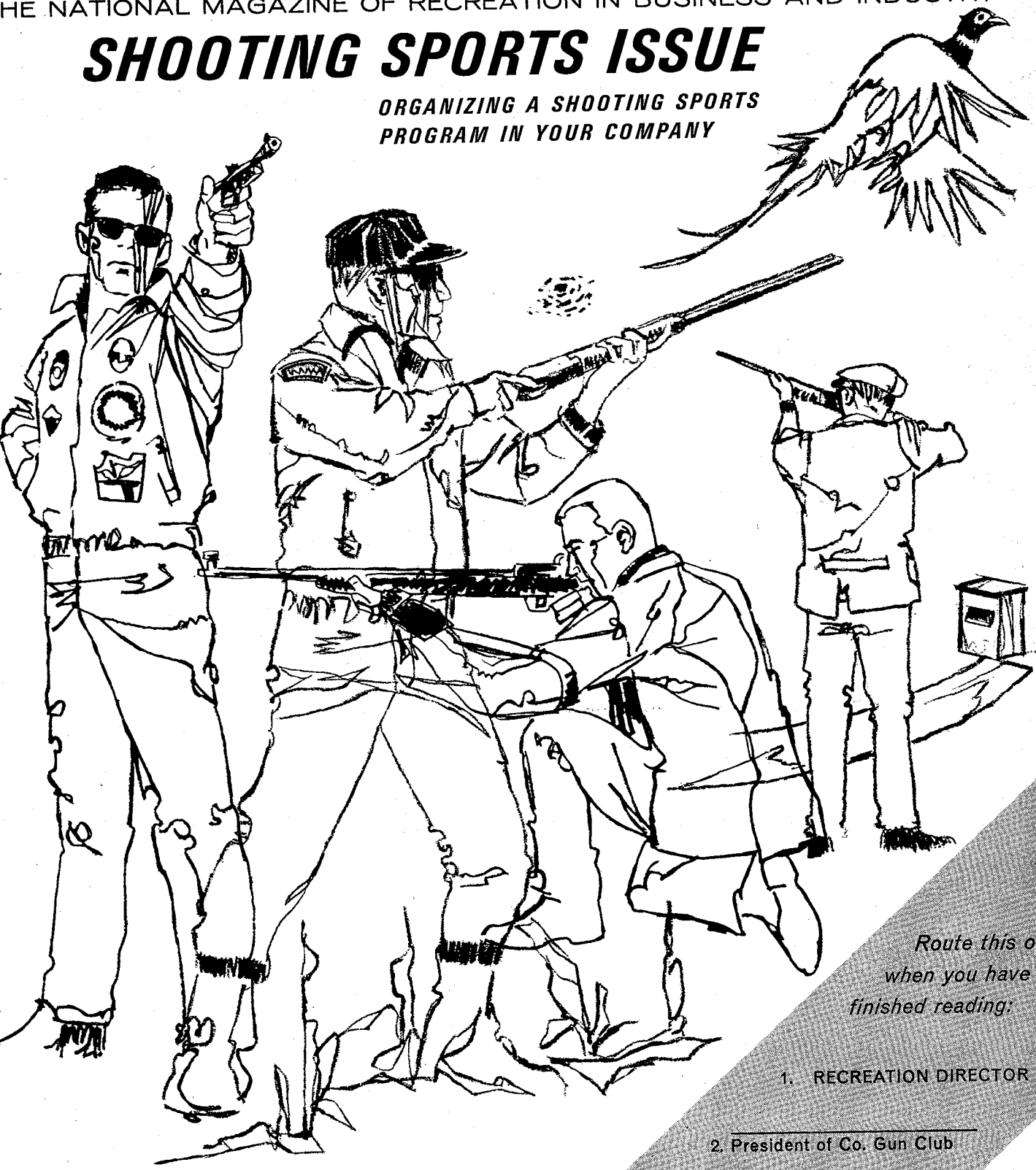
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Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

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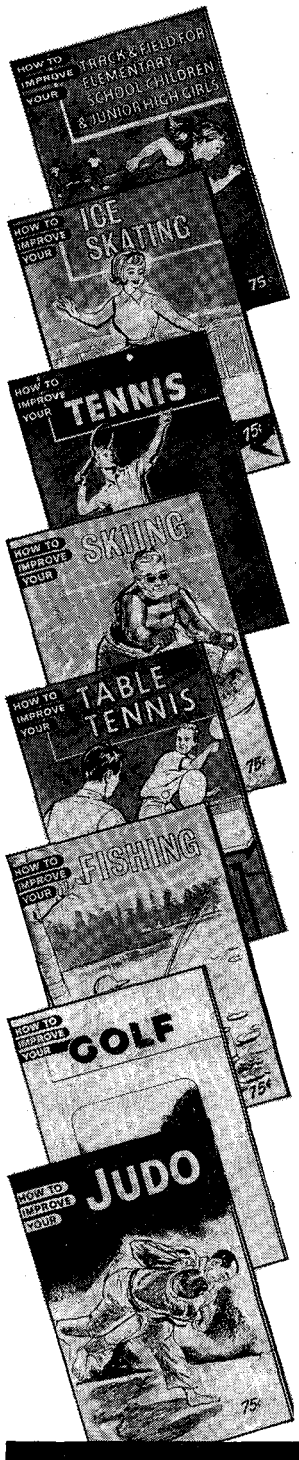
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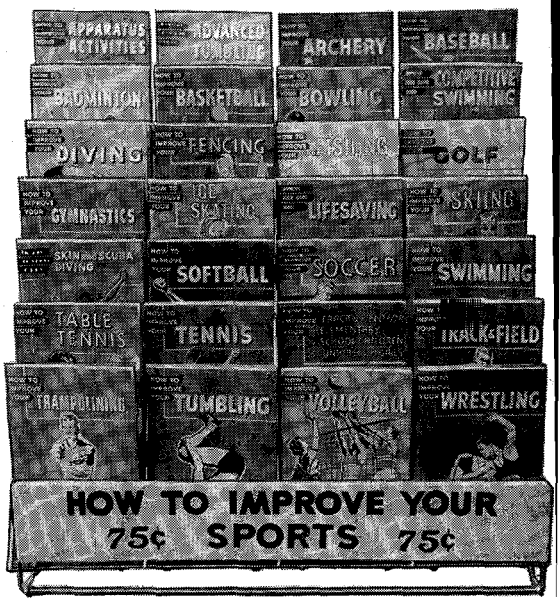
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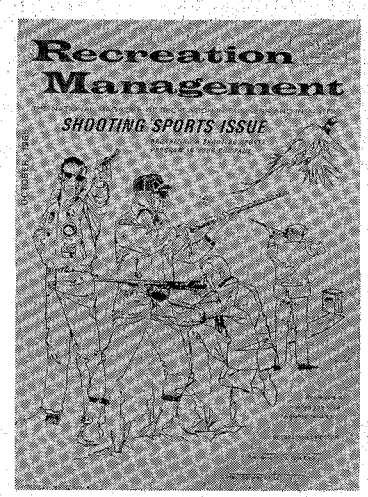
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OCTOBER 1965
Volume 8, Number 8



The four aspects of an industrial shooting program—pistol, live game, rifle, and clay target shooting—are superimposed on this month's cover. Leo Rotelli and Bruce Matteson, longtime hunting partners, teamed up on the art.

NIRA Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Published by the National Industrial Recreation Association.
20 N. Wacker Drive, Chicago, Ill. 60606 Ph: AN 3-6697

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signs of the times...

DON'T PENALIZE THE SPORTSMAN. In a recent statement before the House Ways and Means Committee, which is holding hearings on the controversial firearms proposals, Congressman Bob Casey of Texas asked that the millions of law-abiding sportsmen in the nation not be penalized for the abuse of firearms by the criminal element. Said Casey, "The problem certainly is not caused by the thousands of trapshooters, rifle and pistol marksmen, who not only travel over the country to compete in interstate and national meets, but spend much of their time teaching gun safety to young people just beginning the sport. It is not the fiream itself, but a very small minority of incorrigibles in our population—the criminals, causing our problem."

PROPOSED AIR FARE REDUCTIONS—Rate reductions to $250 on round-trip fares between New York and points in Europe have been proposed by Trans World Airlines and Pan American World Airways. Pam Am said its proposal would require passengers to purchase a package tour in conjunction with the air ticket. The TWA proposal isn't tied in with tours, but would apply only during parts of the winter. It is understood some foreign airlines also plan to propose similar reduced rates on trans-Atlantic flights.

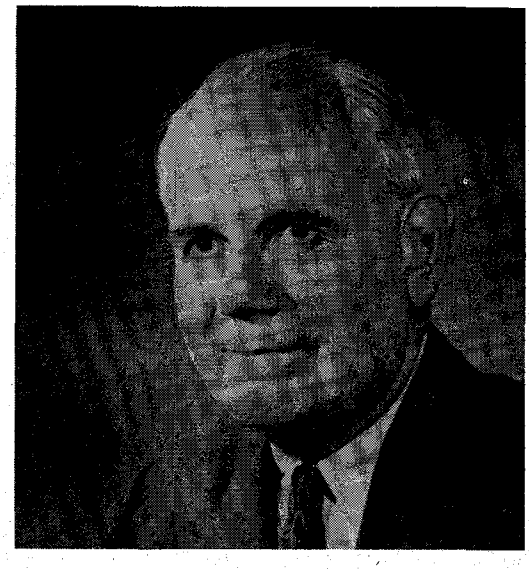
IRON CURTAIN TROUT. One-hundred thousand Ohrid trout eggs from Yugoslavia have been shipped to the State Fish Hatchery at Lanesboro, Minn., in exchange for rainbow trout eggs. The Sport Fishing Institute says that the offspring from the immigrant eggs will be planted experimentally in an isolated lake in the Superior National Forest. If the fish thrive, it could be a boon to anglers in many parts of the country. The Ohrid trout, named for Lake Ohrid in Yugoslavia, normally spawns on gravel beaches and doesn't need flowing stream water as do many other species of trout. For this reason it may prove useful in stocking some heretofore "troutless" lakes in this country.

HIGHER EDUCATION SPEAKS OUT ON ORGANIZED RECREATION. Quoting from a brochure put out by the Teachers College of Columbia University describing its graduate recreation curriculum: "Recreation leadership today is far more than technical skill in face-to-face group leadership or administrative procedures. It requires a sound understanding of recreation philosophy, administrative principles, the role of community agencies, urban development, and the needs of special groups."

THE SHIFT TO A FOUR-WEEK VACATION has been a major development in corporate vacation programs over the past decade, reports the Industrial Relations News. According to a survey of 1,600 corporations by the National Industrial Conference Board, 67% of the manufacturers now provide a four-week vacation as opposed to only 15% in 1956. Moreover, firms in the 1956 survey gave a fourth week of vacation only after 25 years of service; today, in the majority of companies surveyed, only 20 years are required.

STATEMENTS OF THEIR CONVICTIONS ABOUT THE VALUE OF RECREATION FOR THE AMERICAN WORKER BY THE NATION'S CIVIC AND BUSINESS LEADERS

The Value of Gun Clubs In Industrial Recreation



by Logan T. Johnston
Chairman of the Board
Armco Steel Corporation

Our company's industrial shooting program began 30 years ago with the organization of an Armco Gun Club composed primarily of employees from our Middletown, Ohio, Works. The first traps were installed on company property south of the plant.

Today, some 120 men from the Middletown Works and from corporate headquarters are members and a year-round program of 12 regular shoots is held at the Middletown Sportsmen's Club. In addition to the club members, these shoots are open to the 8,000 Armco employees in the Middletown area. A similar gun club has been established at the company plant in Washington Court House, Ohio.

Since 1950, the highlight of the year's program has been the annual Armco Invitational Trap Shoot held on the second Sunday of September. Teams representing many companies from all over the nation are invited to participate.

The organization and growth of the Gun Club has followed the basic pattern for all of the company's recreational activities. It was organized by employees and is operated and sustained by them. The company's recreation budget provides funds for awards and to partially defray the cost of shells, but the members pay for the traps and the clay pigeons.

Another 150 employees in the Middletown area have organized an Armco Rifle and Pistol Club, which holds its matches at the local National Guard Armory.

Any evaluation of the merits of an industrial shooting program must be made in the light of the company's concept of employee recreation. Since its founding in 1900, Armco management has recognized that employee loyalty, enthusiasm and performance depend substantially upon the individual's attitude toward the company. This attitude in turn is based to a considerable extent upon individual willingness to make the job a part of everyday life rather than to treat it as an isolated segment of the day which has no relationship to community and family activities.

It is our conviction that a broad and properly administered company recreation program makes a vital contribution to employee attitude and subsequent performance. A properly administered program is defined as one in which the company provides encouragement and reasonable financial support, but where the employee decides what recreational pursuits he will follow and how much of his spare time and funds he will invest to sustain them.

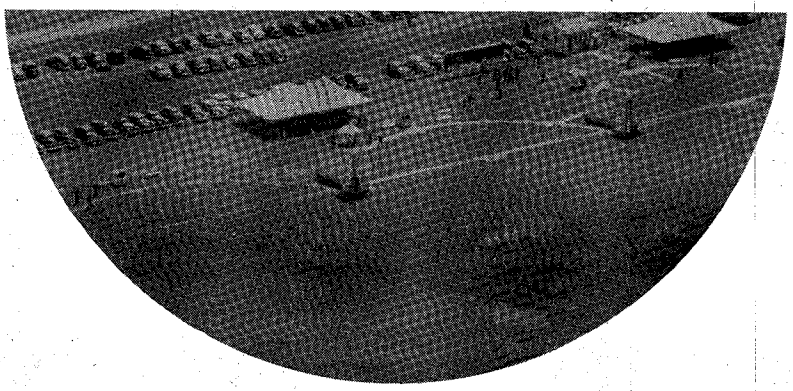
Using this yardstick, Armco's industrial shooting program has demonstrable merit. The use of firearms for sport has an estimated 20 million active followers in the United States, and trap shooting is among the more popular forms of this sport. It appeals to our competitive instincts and has at the same time goals which are both tangible and attainable.

A number of other positive values are apparent. The rigid safety rules enforced by the club undoubtedly are carried over when employees are on hunting trips or instructing members of their family in the handling of firearms. The program increases cooperation among employees by giving them the opportunity to know one another better in still another area of mutual interest. Our program also has contributed to better community relations through helping support the Middletown Sportsmen's Club and through our invitational tournament by making thousands of Americans aware of the fine city in which we live and work.

But most importantly, the shooting program offers each employee an opportunity for additional recognition and status regardless of his position in the work force. And while he demonstrates his worth as an individual, he can also know that he contributes to his company's prestige as a participant on one of our excellent teams. This is in essence what we seek on the job—each employee contributing his best as an individual to the teamwork necessary to the company's continued profitability.



ORGANIZING A COMPANY SHOOTING PROGRAM



An increasing number of firms, both large and small, are finding the "shooting sports" to be a valuable addition to their company recreation program

During the last few years the number of industrial shooting clubs has risen roughly 30 percent. This rise not only reflects a general increase of interest in the shooting sports, but also industry's comparatively recent discovery that shooting activities fulfill most of the needs of sound employee recreation.

First among these needs is that an employee recreation program should have the widest possible appeal. Unlike many other sports, handling a gun requires no great strength or endurance; women and youngsters, the elderly, and the desk-ridden executive can all participate on an equal footing.

Second, a shooting program can be tailored to fit the size and needs of almost any company. A small firm can start with a shooting range in a basement room. A larger one might build a more elaborate skeet and trap range. Another might have some land to spare to set up a hunting and fishing preserve.

Costs are surprisingly low. Employees can usually be expected to furnish their own firearms, although it might be well for the company to supply a few until the club really catches on. Ammunition is inexpensive; one .22 round, for example, costs a penny. A minimum layout for throwing clay targets with semi-automatic trap costs about $100. A single field for regulation trapshooting can be built for $500, a skeet field for $1,000. With fully mechanized equipment, all these estimates are higher, but the main point to consider is that, whatever the program, it doesn't take much to get started.

Last, but hardly least of the basic needs of a recreation program, is the consideration for safety. And here is where many recreation directors stop short when it comes to shooting activities, despite the fact that shooting has proven to be one of the safest of all sports.

The statistics of a major insurance company show there are more claims every year resulting from accidents in theaters, concert halls and churches than from hunting. In a program where a safety course is the first order of business for all members and which is supervised at all times by on of the club's safety officers, the chance of accident is remot indeed.

Safety training, while absolutely mandatory for the shoot ing program itself, has a subtle, but nevertheless important fringe benefit in dealing with another major industry prob lem—on-the-job-accidents. An employee who has been pu through a rigorous firearms safety course will usually develo a general awareness for safety which carries over into hi day-to-day life in preventing accidents at home, on-the-jo and on-the-road.

How To Get Started

The files in the personnel office can more than likely pro vide you with the names of employees interested in shooting as a hobby. Three employees, if they are really excited about shooting and are willing and eager to do a lot of work, are



A well-perforated bulls-eye brings smiles to the faces of the members of this industrial rifle team.



about all you need to get a club started. The alternative is to hold a mass meeting of "anybody who's interested" and then divide the work between a number of committees. This rarely works because individual interest wanes when responsibility is divided among many. The result is that the work doesn't get done at all.

It is far better to have a small group lay the groundwork and then increase the membership gradually as more employees become interested.

The secret of organizing anything—whether it's a gun club, a political campaign, or a sewing bee—is keep it simple. Too many clubs have been ruined by people envisioning vast projects with half-vast ideas.

Like any other organization, a gun club should have a simple constitution and a set of bylaws to define the objectives of the club and to provide for such things as election of officers and their duties, conduct of meetings, dues, etc. (A free copy of a suggested constitution and bylaws is available by writing the National Shooting Sports Foundation, 1075 Post Road, Riverside, Conn. 06878.)

Rules and regulations should be kept to a minimum. Perhaps one would do: "Members will at all times conduct themselves in a safe and sportsmanlike manner."

For any club to survive, it must have the support and participation of its members. The sponsoring company can help with the initial organization, finances, and guidance, but once the club is going it should be run by the members.

On the other hand, the members will not feel it's "their club" if it's run as a company give-away; they should have a share in it.

For this reason, many companies will grant a low-interest loan to the club for initial construction rather than an outright gift. Others will rent shooting facilities to the club. Most industrial clubs require members to provide their own firearms and to pay for ammo, targets, and other supplies.

The variety of shooting activities is practically unlimited. A target team participating in a local industrial league builds company morale and helps its public relations. Separate junior clubs and teams can be set up for employees' children. Special matches and shoots with prizes of merchandise make enjoyable employee outings on special occasions. An example is a turkey shoot around Thanksgiving where the best shot gets a turkey for a prize.

Depending on the interest of the members and the availability of suitable land, a gun club can easily be expanded to include fishing, boating, hiking, nature study and any other outdoor sporting activity.

If interest in the outdoor sports continues at its present brisk pace, a shooting club could blossom into your company's most popular recreation activity.

Where To Get Help

It's become a tradition in the shooting sports that the experienced shooter, the old-time hunter and the firms who make and sell sporting equipment will do everything they possibly can to help the beginner along. The organizations listed below exist to provide this kind of help, which is yours for the asking:

The National Shooting Sports Foundation, Inc. (1075 Post Road, Riverside, Conn. 06878) representing 83 member companies in the hunting and shooting industry, has a wide variety of information on these sports including literature on starting a gun club, shooting safety, sportsmanship, shooting preserves, etc. Write for a list of publications.

The National Rifle Assn. (1600 Rhode Island Ave. N.E., Washington, D.C. 20036) serves as the parent organization for the majority of pistol and rifle clubs in the U.S. Services provided by NRA affiliation include procedures for organizing and setting up matches, planning a range, and teaching and certifying instructors. Write Dept. R-2, Club Section.

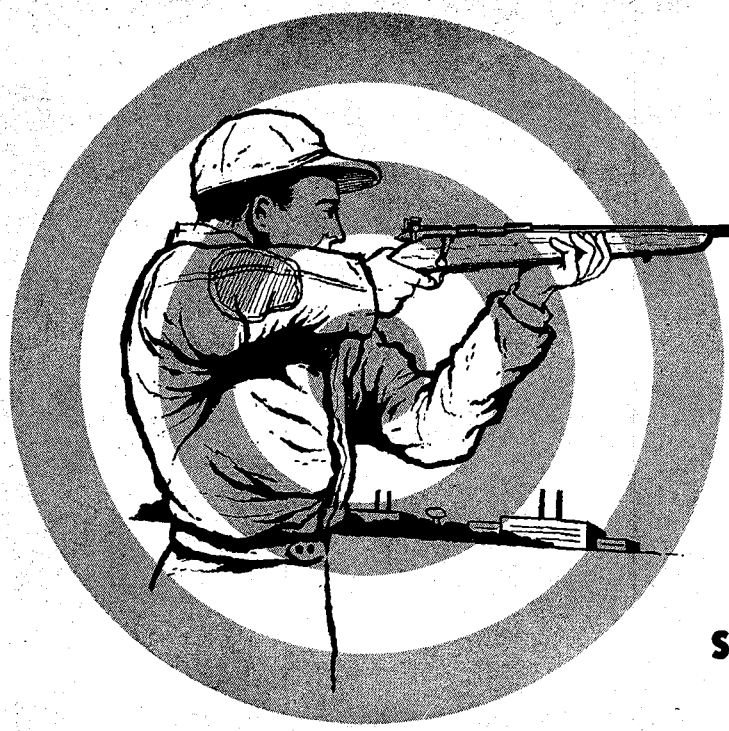
The Amateur Trapshooting Assn. (1100 Waterway Blvd., Indianapolis, Ind. 46207) and *The National Skeet Shooting Assn.* (3409 Oaklawn Ave., Suite 219, Dallas, Tex. 75219) are the governing bodies for these shooting sports and can provide detailed information on how to lay out a trap or skeet field, fundamentals of shooting, etc. ■■



The kids get into the act. Junior teams are a popular feature in most company shooting programs. Firearms safety is emphasized.



This gal is a crack shot. Since handling a gun requires no great strength, the whole family can participate in a shooting program.



BULLS-EYE at BOEING

profile of a dynamic industrial shooting program

Shooting activity at the Boeing Company, Seattle, Wash., revolves around two employee recreation organizations. They are the Employees' Rifle and Pistol Club and the Employees' Dog and Gun Club. Both groups are segments of the overall employee recreation program. As such, they have many common organizational features, but there the similarity ends. They represent two distinct shooting interest areas and organize their programs as such.

As clubs, they are autonomous in that they have their own officers, government structure (constitution and by-laws), budget, and facilities. But as part of the Boeing recreation family of supported activities they share in benefits available to all of the groups through the professional recreation staff. This encompasses guidance and counsel in all program and organizational matters, and service support which includes printing, audio-visual equipment, clerical assistance, membership home mailings, and publicity through company and community media. In addition, a financial subsidy is given by the company in the form of dues-matching funds based on each club's membership year. The membership dues are quite nominal; being $7 per year for the Rifle and Pistol Club and $5 per year for the Dog and Gun Club. Therefore, most of the revenue is gained from participation fees in the various events and programs sponsored by the groups.

The Rifle and Pistol Club was formed in the early 1950's to promote competitive rifle and pistol shooting among Boeing employees. Since the club's founding, the range facilities have changed once. The State Highway Commission condemned the first range for freeway access. New facilities were found with special consideration to the problem of water seepage which had hampered the old facility. The new range was built partially from cannibalized equipment from the old range and partially from contributions.

A continuous steel back-stop slanted from ceiling to floor and an emergency sand-filled wall behind the steel back stop were put in by club members on their own time.

The new range has 10 pistol points and 8 rifle points. At this time fixed target hangers are being used. However, rotating target frames are being built and soon will replace the fixed target carriers.

The firing line has tables and suspended baffles forming stalls for pistol shooting. For position rifle shooting the tables and baffles are removed. The range is normally set up for 50 foot shooting, however, 25 yard range capabilities have been provided for on a limited basis.

The range can safely handle any caliber pistol and most rifles, but due to safety and common sense no center-fire rifles are allowed and armour piercing ammo and high velocity pistol cartridges are outlawed. Lighting is supplied by spot lights mounted in moveable fixtures thereby allowing the shooter to adjust the light level to his personal taste. Lead and dust fumes are exhausted by a forced ventilation system. A windowed wall separates the club house from the range. This allows visitors to observe matches in relative silence (ear plugs not required in club house). The club offers ammunition and components at cost to its members and has a large staff of National Rifle Association certified-qualified instructors. Hunter-safety courses are offered as well as monthly light rifle and pistol matches. The club forms teams, which are entered in local and national competitive meets. Among outside activities of club members are firearms-safety courses and lectures. Several members holding National Rifle Association instructor's certificates conduct annual hunter-safety courses.

As a result of a request to the club to provide a speaker to a group of Cub Scouts, one member has developed an "introduction to firearms" lecture. This lecture is designed to clear up the misconceptions some people have about guns, to explain why many people are interested in firearms and to demonstrate safe gun handling. The lecture has been given to Scout Troops and other youth organizations and was very well received. Contacts with Scout officials are being arranged to obtain additional audiences. Though still in the pilot stages, it is felt this lecture can become a favorable influence for the shooting sports with the general public.

Recent club programs have included researched talks by members on various phases of shooting, the showing of motion pictures, and speakers. Memorable programs have been appearances by the Smith & Wesson Northwest sales representative and a special agent of the F. B. I. The club

opes to have a Seattle police official discuss firearms prob-ems encountered by the police as a means of improving ommunications between shooters and the police regarding irearms legislation.

The club presently has the following National Rifle As-ociation Certified Instructors: Two pistol, two rifle and one ssistant rifle, two hunter-safety, and two home-safety. In the ew short years that the club has been offering instruction here have been more than 50 adults trained in the safe use f firearms. The club has a junior program with more than 0 youngsters actively participating in the nine-month-long rogram each year. This program includes weekly awards natches, the teaching of safe gun-handling, and competition n a national and local scale against other junior groups and ndividuals.

The senior members have competed actively in the local nd regional leagues and meets since the club was founded. or the senior members, the 1964-65 year has been quite uccessful. Besides many of the members winning individual wards and trophies in local matches, the rifle team placed th in the National Industrial Recreation Association league natches. Bob Utter won a mountain lion hunting trip to outhern Utah for his first place finish in the NIRA indi-idual rifle competition. Incidently, Bob bagged a 7½ foot pecimen. See R/M, April 1965. The pistol team won first lace awards in the NIRA Indoor Sectional Match held in Tacoma, Washington this spring and made a clean sweep n the Outdoor Regional Matches in their classifications.

From the early organizational group of 15 people, the Rifle and Pistol Club has grown to about 120 active shooters.

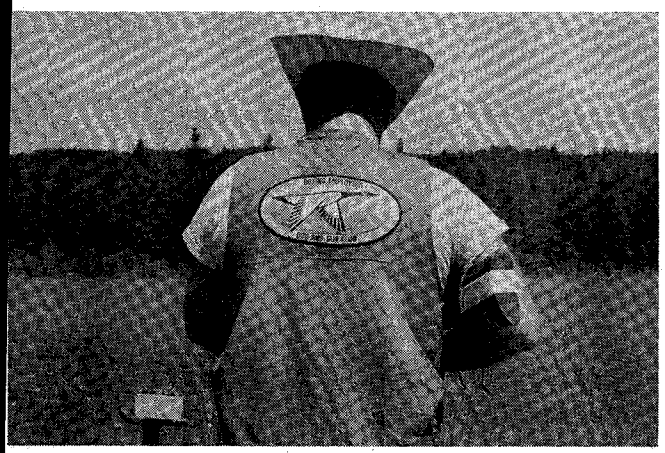
The Dog and Gun Club was organized just 10 years ago through the efforts of a small group of men interested in improving the field bird hunter and developing skill in the use of hunting dogs.

Initially the dog aspect of the club's program was the major point of emphasis but this gave way to the shooting area in the late 50's. The dog training and breeding aspect of the club activities has been revived in the past three years and now stands as a very important segment of the club program, but is in no way gaining its previous prominent position as *the* main club interest area.

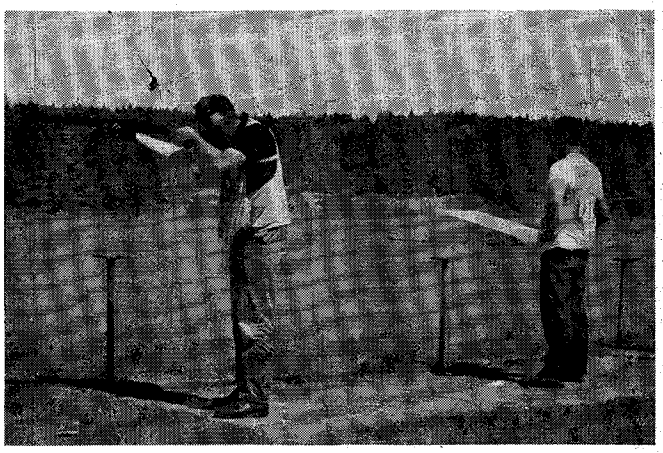
The shooting activity has grown at a rapid rate. Especially in the last three years with the club's promotion of the Continental Trap Shooting activity throughout the Puget Sound region.

The club trap and skeet ranges are located on a portion of a farm belonging to one of the original members, and through the years have been developed into very fine and functional facilities. As in the case of the Rifle and Pistol Club, the membership did the development work. Materials were begged, borrowed, and purchased. The company was able to help with some surplus materials. Even with the range expansion the club has outgrown its area and when large events are conducted, leased facilities are sometimes used. Their Continental League fires on three different club ranges.

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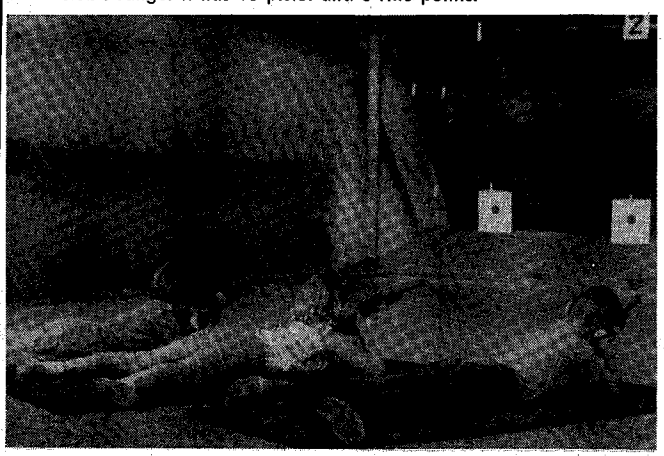


Patches of the two Boeing employee gun clubs are becoming more and more prominent on the Pacific Northwest shooting scene.



In 1964 alone, 65,000 clay targets were shot on the spacious trap and skeet ranges of Boeing's Dog and Gun Club.

Rotating target frames will soon replace fixed carriers on the Rifle and Pistol Club's range. It has 10 pistol and 8 rifle points.



While protective ear covering is worn on the range itself, matches can be viewed from the sound-proof club house in relative silence.



continued from page 9

This Continental League is a distinct feather in the Dog and Gun Club's cap—an example of the dedicated interest of the membership. In 1963 following some expressed interest in international shooting and training for this type of shooting, a league was inaugurated. It was sponsored by the Boeing club but was open to all shooters in the Northwest. Oscillating bases, necessary for this type of competition, were developed by the mechanically inclined club members a year before such equipment was available commercially. The league has grown to a six month (January through June) program hosting over 16 five-man squads at each shoot. Approximately 24,000 competition targets were thrown this past year. Graduates of this competition have done quite well on the national scene. Guy Ray and Tad Kumasaka, both club members, competed in the Northwest Regionals for positions on the 1964 U. S. Olympic Team. Guy Ray went to the finals at Fort Benning, Georgia, placing 14th in a field of 46 top guns from around the country. Arnold Riegger, a nationally famous trap shooter and 1960 Olympic competitor, has, as an honorary member, been a great help to the club with his counsel on program areas.

Since 1958 telegraphic shoots against other clubs throughout the country have been popular. Most noteworthy in this area was a cablegram match against shooters in India. Arrangements were made through Karni Singh, editor of the trap and skeet department of *The Indian Rifleman*. The club is proud of their victory in this match, one of the longest range shooting matches ever held.

In the interest of hunters, the club has worked with others in the area of making military reservation land available to public hunting. An example of this is the hunting land now open to the public on the vast Yakima Firing Center of the U. S. Army in central Washington State.

For its membership the club provides a varied list of benefits. Monthly membership meetings are held at company facilities at which time the business is conducted and a program of interest to all is provided. Outstanding movies, State Game Department officials, and prominent outdoorsmen have been featured at these programs. In addition, the club offers shooting at its range for 2¢ per target, professionally conducted dog training programs the year-round, free use of reloading equipment with expert know-how provided by club instructors, and all types of components and accessories available at reduced prices. In 1964 alone the club used six tons of lead shot and 65,000 clay targets.

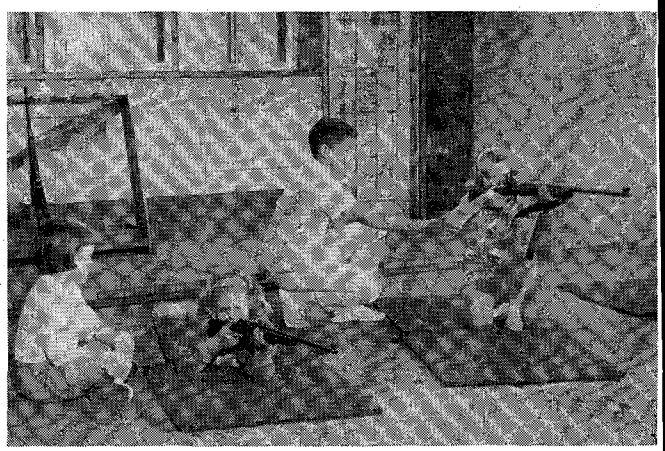
The club's events calendar provides ample opportunity for its over 100 members to get their fill of shooting. Twenty scheduled events are held at the club range. Included in these are trophy shoots, handicap shoots in both trap and skeet, turkey shoots during the holiday season and instructional shoots. In addition to these scheduled events, the club range is open for practice almost every weekend. Membership drive open houses are held twice a year.

Common to both the Rifle and Pistol and the Dog and Gun clubs is their interest in participation by the entire family. They urge wives, husbands, juniors and sub-juniors to participate in club activities. The clubs provide instruction and trophy shoots for junior gunners.

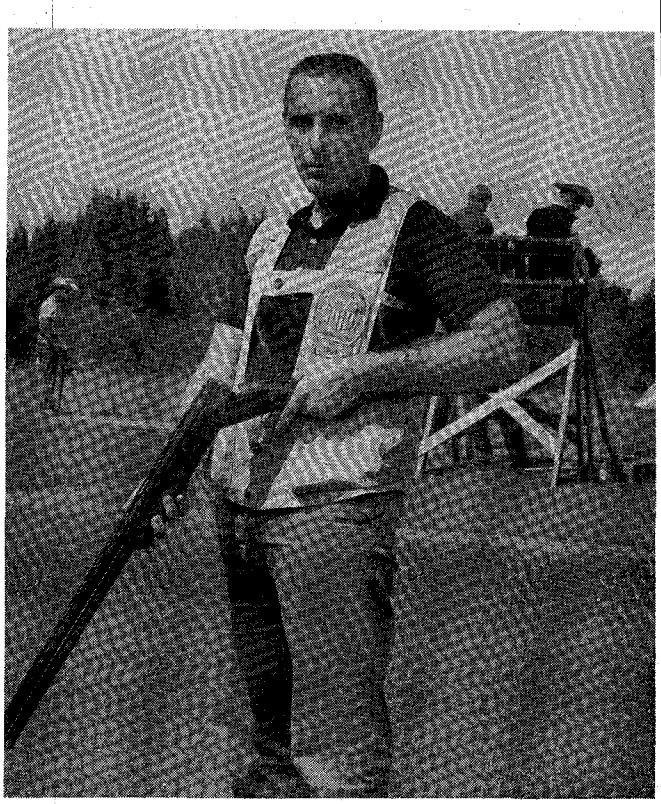
Because of the nature of their activities and the type of programs they conduct, both clubs have incorporated in the State of Washington as non-profit educational recreational groups. This has been done primarily for liability reasons. In addition, the company now provides a blanket insurance package in the liability area for all recreation groups.

Both organizations are optimistic about the future. The anticipate increased growth, more and varied programs a their membership's interest broadens, and improved facili ties. Hunting is still much an individual's sport in the Pacifi Northwest. At present, public and cooperative use land (farmer-hunter) are still fairly abundant. But with the in crease in hunters and land-use restrictions, the day is ap proaching when club-controlled lands for membership us may become a reality here as it is in other sections of th country. Then, club membership will become increasingl important and another growth factor will be added.

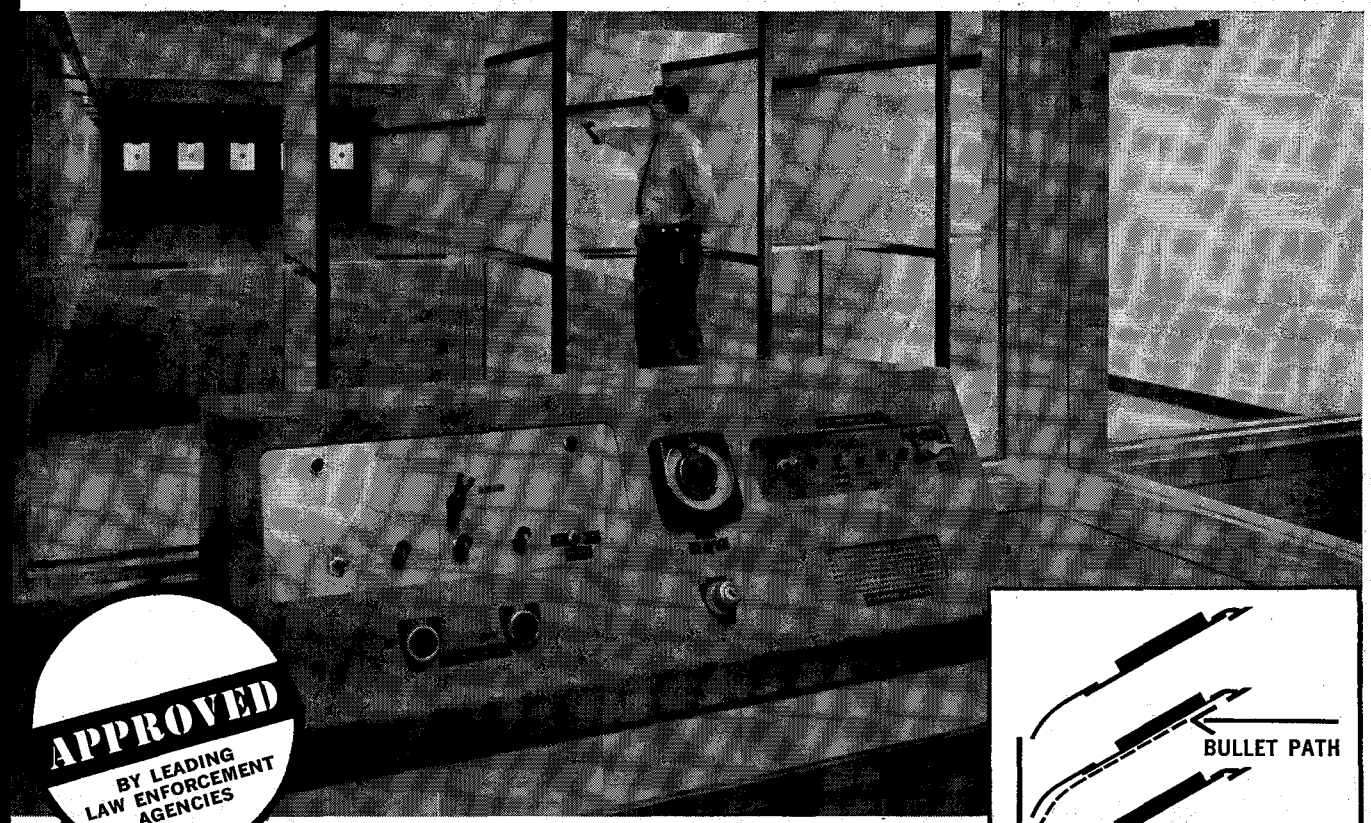
Though still comparatively young as shooting programs go, the two clubs at Boeing can point with pride to the many noteworthy accomplishments already achieved by their mem bers. In addition, through their efforts, the popularity o shooting sports in general has been successfully advanced in the Pacific Northwest. ■



The Rifle and Pistol Club's junior program extends over a nine-month period with more than 60 youngsters actively participating.



Guy Ray of the Dog and Gun Club finished 14th in a field of 46 top guns at the 1964 U.S. Olympic Team finals at Fort Benning, Ga.



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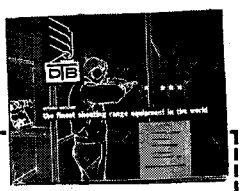
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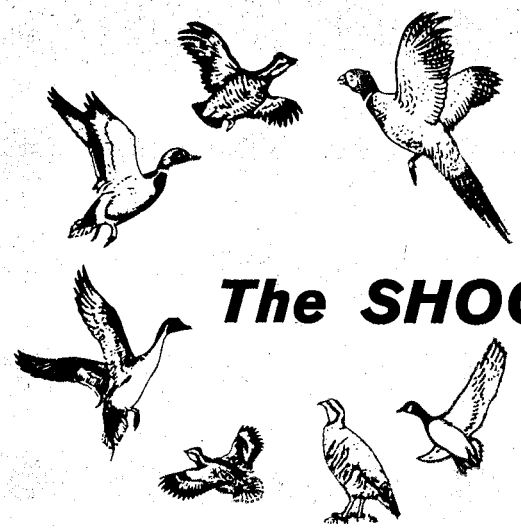
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The SHOOTING PRESERVE . . . savior of our country's GAME?

Once considered a playground for the idle rich, the shooting preserve is now gaining recognition as an important segment of industrial recreation.

A mushrooming population with a mounting interest in hunting has brought severe pressure to bear upon the wild game of this country. With the expansion of urban areas, an increasing number of hunters each fall comb an ever-shrinking area of gameland for the quarry. The results —a scarcity of game which leads to the shortening of hunting seasons, reduction of bag limits, and millions of frustrated sportsmen.

A number of companies have recently adopted a program which helps to alleviate the pressure on public gameland and, at the same time, offers their employees who hunt all the sport they could ask. As the solution, these companies have either opened shooting preserves of their own or tied-in with existing privately-owned preserves.

Shooting preserves have long been a fixture in Europe, which for centuries has been bothered by a shortage of open gameland. But until recently the United States has had more than enough open hunting land to satisfy the needs of its sportsmen. Now with the population explosion and urban sprawl, public hunting areas have become scarce in many parts of the country. So enters the shooting preserve.

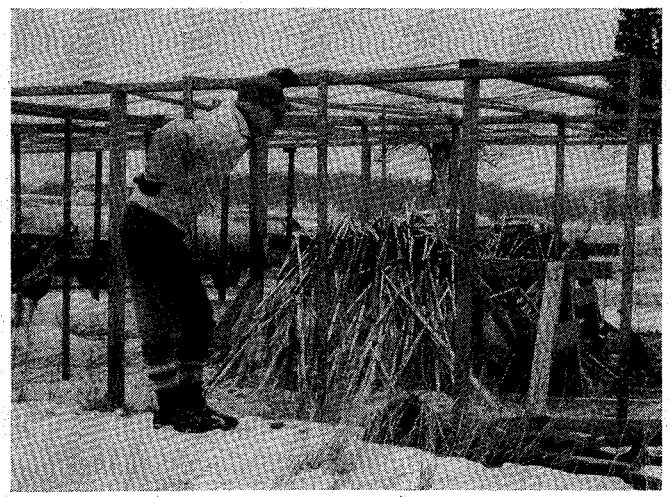
There are now more than 2,200 private and commercial shooting preserves in America, according to the National Shooting Sports Foundation. The number is continually going up each year.

Preserves are allowed to operate for five or six months each season because hunters depend on stocked game birds. The most popular stocking bird is the ringnecked pheasant; bobwhite quail is second with the chukar partridge originally imported from India, a strong third; mallard ducks are fourth and some preserve operators are experimenting with other game birds.

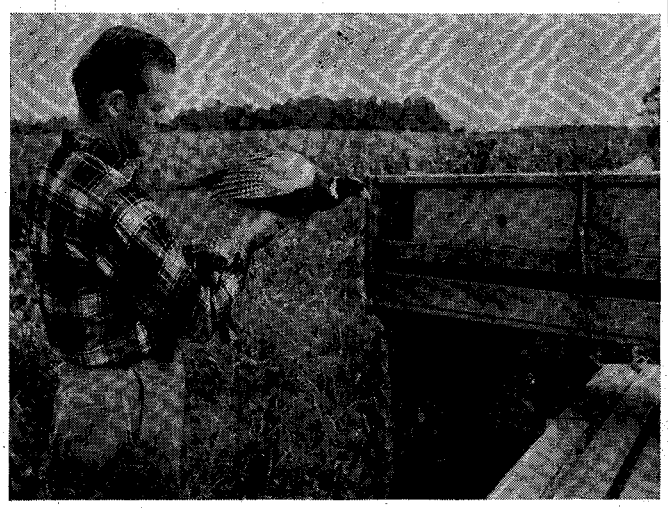
If your company happens to own considerable land, then you might prefer to develop it for native game rather than stocked birds. Richfield Oil Company, in California, has developed thousands of acres for California quail and other game as part of its employee program. In fact, the employees are happy to devote some of their spare time to increasing the area's wildlife population.

Obtaining land for a preserve might be your biggest problem if your company is located in or around a large city. You may find that acreage is too expensive to buy simply for a shooting preserve. On the other hand, if a variety of outdoor recreation is to be developed for year-around use by the entire family then the expense might be justified. Many company shooting preserves also encompass fishing ponds, camping grounds, swimming, boating, picnic areas, hiking trails, rifle and pistol ranges, and clay-target shooting.

Before starting any type of operation, the best money you can spend is in visiting several preserves. You will find that



On most shooting preserves, the birds are kept in pens until just prior to the hunt. This way fewer birds stray off the property.



This fine cock pheasant is about to be released. He'll provide some thrilling moments of sport to a lucky employee-hunter.

hey all differ in one respect or another. It is to your advantage to study each perserve and pick out the features that most appeal to you. Also, by visiting the preserves it will help you to decide whether you want to start a large full-time operation, a small one or tie-in with an existing preserve.

If you decide on the latter course, contact all of the shooting preserves within easy driving distance of your employees. Quite often the operators will work out special prices and events for group participation. As a starter, you can obtain a free copy of the "National Directory of Shooting Preserves" by writing the National Shooting Sports Foundation, 1075 Post Road, Riverside, Conn. You may also wish to contact your state game and fish department for information on existing preserves. That department can also provide free advisory service in case your company wishes to develop its own land for wildlife.

If you have a small group interested in a preserve, one approach is to tie in with a farmer who likes to hunt and then purchase birds for in-season stocking. This can be done with a small initial investment.

If you plan to open your own preserve for a large number of employees, it means you will have to obtain the services of a full-time professional manager. In the long run, to justify the expense, you would want to put in target ranges, fishing, camping sites, etc.

As you would expect, firms in the hunting industry and related fields which profit from an increase in the number of preserves have set up their own demonstration areas. These can be visited by making reservations well in advance. The managers will give you the deluxe tour and explain in full the operation and management of their preserves. In addition, the three companies listed below have a variety of literature which will be of help. For a tour of a model preserve, or literature, you should contact:

Dr. Ed Kozicky, Conservation Director, Olin Mathieson Chemical Corp., East Alton, Ill.

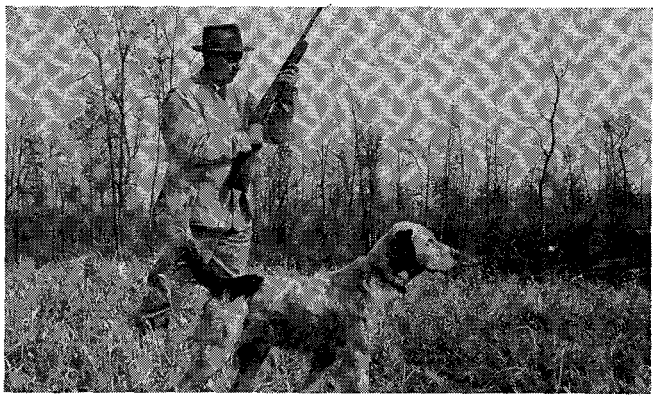
Dr. George Burger, Wildlife Manager, Remington Farms, Chestertown, Md.

Herb Graf, Manager, Special Chows, Ralston Purina Co., Checkerboard Square, St. Louis, Mo.



Some companies, such as Douglas Aircraft, have customarily charged their employees a fixed amount for each bird harvested from their preserve. The charge is less than cost and the company absorbs part of the expense through its recreational program. Some companies use their preserves partly for entertaining customers and the employees use them the remainder of the time. Forsgate Farms, a huge New Jersey milk producer, has a preserve as part of its recreational program. The employees do most of the work in maintenance and Forsgate absorbs most of the expense.

A shooting preserve, whether tie-in or company-owned, can be a definite asset to your recreational program. Think how many of your employees, who now drive hundreds of miles to go hunting, could find sport and relaxation just a few minutes from their front door. ■■



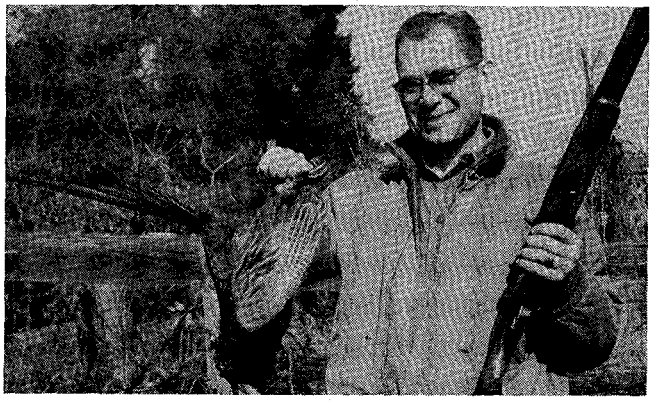
Hunter and dog freeze into the classic pose—pheasant ahead! Now comes those breathless seconds before the bird flushes.



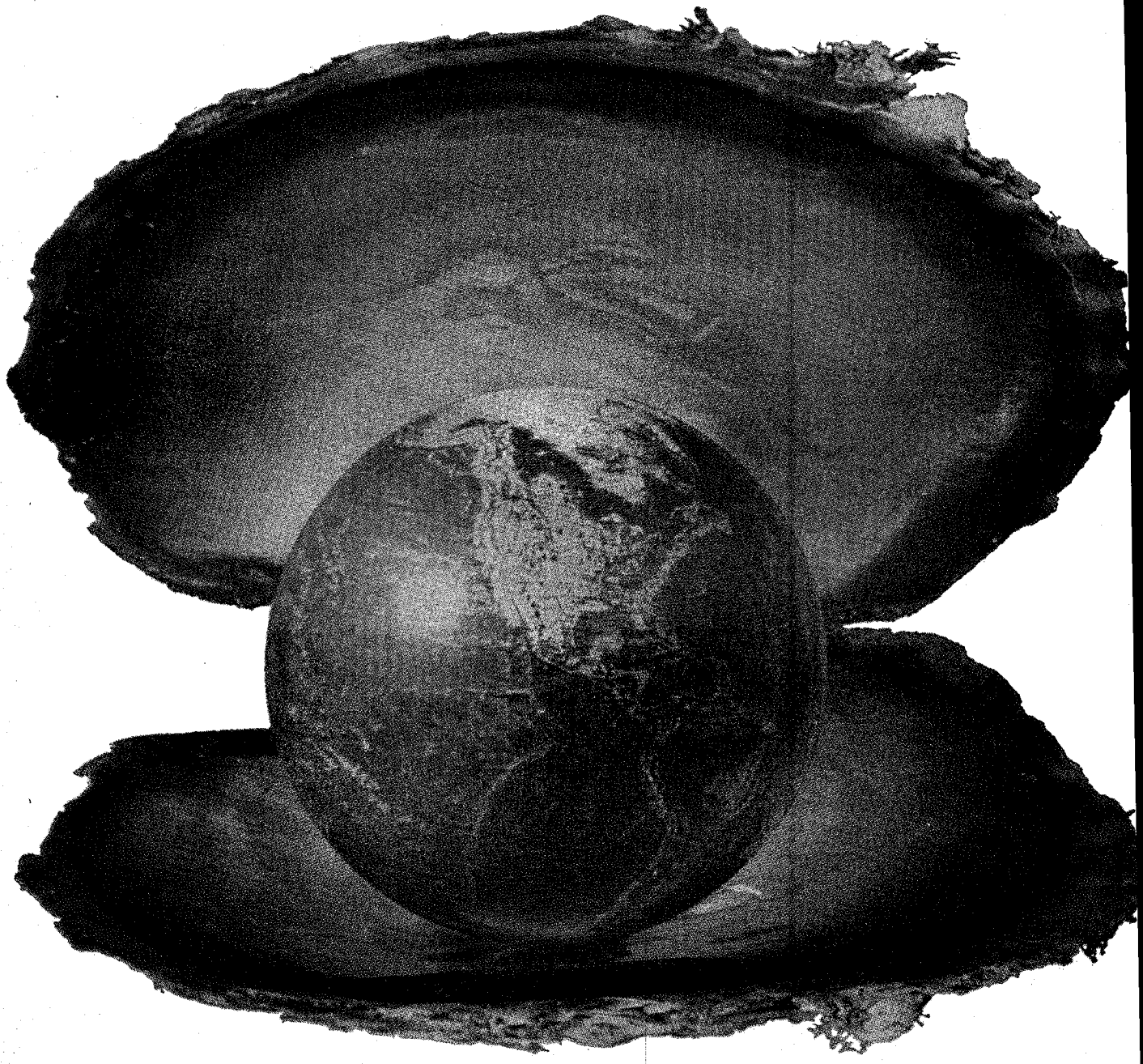
Up he goes! Shooting preserve birds are just as canny and elusive as those that have been born in the wilds.



Nice shooting, boss. Some commercial preserves provide dogs for an extra charge; on most company preserves, hunters bring their own.



Happy employee-hunter displays prize. He has experienced a fine day's sport on the company preserve just minutes from his front door.



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Incidentally, World is taking delivery of its fourth Boeing 707 in October; a fifth will arrive in May.

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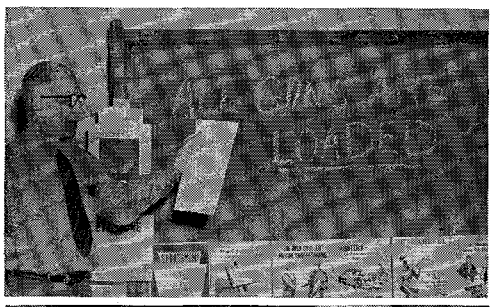
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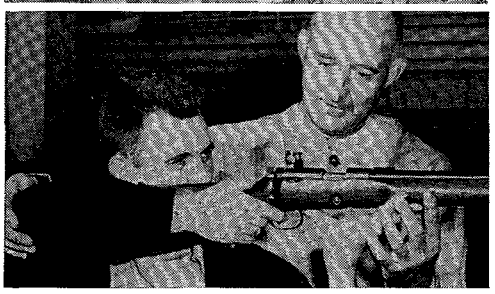
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Sh ting Safety







"Practically a Religion"

"Adhering to firearms safety rules is practically a religion with us," states a member of Grumman Aircraft Engineering Corp.'s crack rifle team.

His sentiments are echoed in industrial gun clubs throughout the nation.

Shooting safety, whether on a pistol, rifle, or trap range, or hunting afield, is always of prime importance.

And the safety lessons learned with firearms are not only helpful to the sportsmen, but can help industry as well.

How?

First, a safety-conscious employee is an asset to industry. If he learns safety principles on a firing range, he is more susceptible to safety instruction in the shop.

Second, community relations. Millions are spent every year by industries to maintain and improve their image within the communities that host their plants.

What better image could a company command than by having its gun club provide safety instructors for community youth organizations. This happens time and again. One company's rod and gun club was asked to help a county set up a public range. When the range opened, there was "thanks" all around for the company and for the personnel that participated.

In another example, the local police of a Long Island community had condemned a school rifle range because of deteriorating safety facilities. Members of a nearby industrial rifle club pitched in—replacing, repairing and sprucing up the range to meet police standards. Now the school has an accredited range for its shooting and safety programs. And the rifle club has free use of the range at night.

This type of helping-hand activity is taking place all across the land. Not only does it give club members a sense of accomplishment, but it promotes recreation, competition, and good sportsmanship.

As in no other leisure activity, safety in shooting sports must be paramount. But once learned, it is never forgotten.

For example, the Grumman Aircraft Engineering Corp. in Bethpage, N.Y. has three shooting clubs—pistol team, rifle team, and rod and gun club. Each of these clubs has a strong safety program. So strong, in fact, that members have been known to "chew out" other members who violate safety rules.

The best way to explain how these clubs instill safety procedures in new members is to look at a novice—a person who arrives on the scene and says: "I know very little about firearms, but I want to learn."

Most people who appear at a range have shot a gun at one time or another. Nevertheless, instructors start right from scratch explaining basic rules and procedures.

"Safety is a matter of courtesy and common sense," says one club member who has taught many novices.

One does not aim a gun at anyone. He does not joke with a firearm. He always keeps the barrel pointed down range and makes sure the firearm is unloaded when not in use. Even more important, he treats any firearm as though it was loaded at all times, even if he is sure there is no ammunition in the chamber.

Above all, he is courteous.

"When a person is courteous on the range or afield," says one hunter, "he is automatically practicing many of the most important safety procedures."

Like anything else, it takes explaining and demonstrations before a person becomes really conscious of safety procedures. It takes watching until the novice shows that he is following safety rules —almost automatically. Safety must be-

ome second nature.

In the Grumman pistol club, a new nthusiast just observes for awhile. hen he is checked out on safety pro-edures. Finally, with a "pro" at his el-ow, he fires a few rounds. This con-inues until he "knows what he is oing." Now he's on his way to safe ompetitive shooting.

The rifle club operates in a similar ashion. Incidently, the club's Team #1 took top honors in the 1965 NIRA/NRA rifle competition. The lub received its nickname, the Gophers, ecause it's first range was in a dug-out ellar.

In this club, a new member goes over he range safety rules, borrows a .22 ifle and with a "pro" at his elbow starts firing one shot at a time from the prone position. As he progresses, he trys firing from the sitting, kneeling and standing positions, plus rapid fire.

The rifle club has a "novice match" every year. This encourages new shooters to try club facilities. Last year about 30 new shooters competed in the match. Here, again, safety rules are strictly enforced.

But it's the rod and gun club that has one of the biggest jobs in safety. Members of this Grumman club not only teach other members, but they instruct throughout the community.

In New York, as in many other states, a person must pass a hunter safety course before he can be issued a hunting license.

This four-hour course is given locally by members of the rod and gun club. These men set up classes for various groups, including youth organizations, and instruct new hunters in the "rules of the field." What better way is there to promote industrial good-will and interest in the sport of hunting?

Thus Grumman's three gun clubs give some clue to gun safety training—what it means, and how it works. The benefits from these operations are many and varied. But the proof of the pudding is in the safety conscious employees who belong to these clubs.

Because safety is "practically a religion" with these men, Grumman's gun clubs can proudly boast: "We have never had an accident." ■■

Trap and Skeet—A Short Course on Their Origins and Procedures

Trapshooting is the oldest of the shotgun target sports. It was already well established in England by 1750 and it is reported that in the early 1800's there was an English shooting club called the "High Hats."

The High Hats got that name because its members often wore "toppers." A live pigeon was placed under the high hat. At a given signal, the shooter raised his hat to release the bird. Then, after replacing the hat, he took a shot at the escaping pigeon.

The name "trap," the device used to throw the clay discs, stems from the fact that original trapshooters used live pigeons which were placed in a series of traps. On signal, the operator pulled a cord liberating the bird.

"Pull" is, even today, the call used by shooters to request their target.

In 1866, glass balls were introduced as targets. To give the illusion of actual live game, these balls were filled with feathers which scattered in a puff when the shooter scored a hit.

Various ingenious devices were invented for throwing these glass balls and, along with the innovation of clay targets, traps have improved from the simple throwing arm of early trapshooting days to complex automatic, self-loading mechanisms that are manufactured today.

Modern traps are electric-motor powered and automatically recock and reload the carrier arm. The operator simply pushes the release button. Simpler, less expensive, mechanical traps also are made for regulation trap and skeet installations.

The simplest trap is the hand trap. Just a target holder on a spring attached to a handle, it sails targets in front of a shooter with a flick of the wrist.

Trapshooting most nearly simulates hunting shots at waterfowl, pheasants, etc. The single trap house is located in front of the shooting stations or posts. Targets are thrown at varying angles unknown to the shooter, except in "doubles" when target paths are fixed, and move away from the shooter.

Twenty-five targets make a regulation trap "round." Five shooters comprise a squad. During a round of "singles," each shooter fires five shots at as many targets from each of five stations.

The shooter at post one, at the left of the field, begins a round by firing one shot at a target thrown from the trap-house. Each shooter in turn fires one shot until all squad members have fired. Then the shooter on post number one, called "the leadoff man," begins the cycle again by firing his second shot. This cycle continues until each shooter has fired five times. After every series of five shots by each gunner, they all move one post to the right, the shooter at post five moving behind the squad over to post one. The lead-off man is always the first to fire after each exchange of posts. He does not shoot until the person moving off post five is in position at post one.

A Note on Skeet

Skeet shooting is an American invention, circa 1910. The word "skeet" itself is an archaic Scandinavian word for "shoot." The average skeet squad is composed of five people, each of whom fires a round of 25 shots. The similarity to trap shooting ends there.

The skeet field is laid out in a semi-circle (or "half-clock") with eight stations for shooting. Seven stations are positioned at equal distances on the perimeter of the "clock" with the eighth in the middle on a line between position one and seven. (Station one would be the numeral "12" on a clock; position seven would be the numeral "6."

High targets are thrown from station one at one end of the semi-circle; low targets from station seven at the other end. The trap houses at station one and seven are called the "high house" and "low house." Targets are always thrown in the same pattern of flight, but the angle of the shot varies because the shooter changes positions as the skeet squad moves from station to station. Two targets are shot from each of the eight stations—one from each house.

Doubles, where targets are thrown simultaneously from both houses, are then shot from stations one, two, six, and seven. The 25th shot is called "optional." If a shooter breaks all of his first 24, he can call for a target from any station or house as his optional shot. Otherwise it is a repeat of his first miss.

Clay target shooting began as off-season practice for bird hunters, but it has become a major participant sport in its own right. Over 120,000,000 clay targets were shot last year. ■■

NIRA Newsletter

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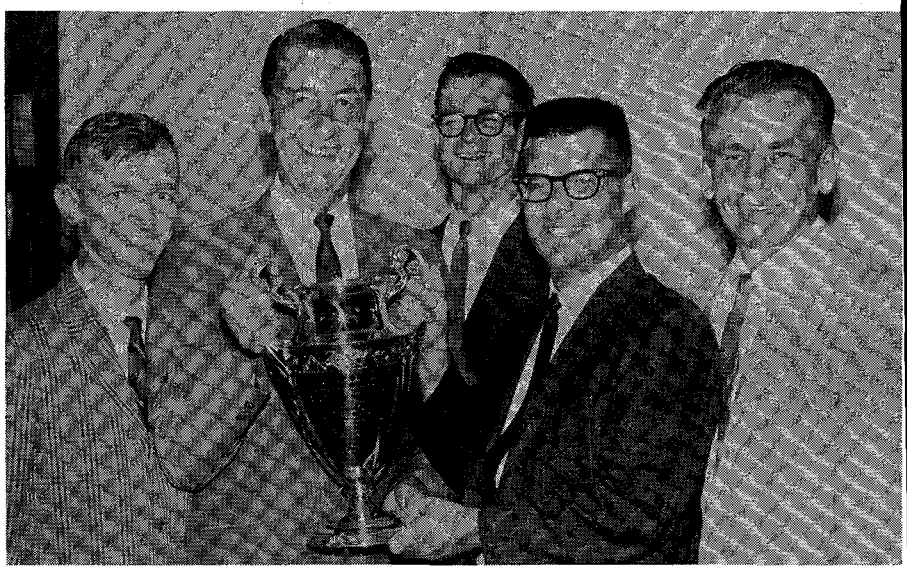
Record-Breaking Participation Predicted for the 1966 National Industrial Bridge Tournament

With the slogan "6,600 in '66" as the rallying cry, preparations for the fourth annual National Industrial Duplicate Contract Bridge Tournament moved into high gear early this month.

R. Fred Canaday, General Motors Corp., chairman of the tournament, says that 6,600 participants this year is not an unrealistic goal. It can be reached easily—with the cooperation of every NIRA recreation director.

The tournament will again this year be jointly sponsored by NIRA and the Whitman Publishing Co. of Racine, Wis., one of the largest playing card manufacturers in the country.

Play will begin at the local level in each Region. Match-point scores of the top two pairs in each local game will be converted to percentage scores and matched against winners of other games in *that Region only*. The top pair, or several pairs depending upon the number of entries in a given Region, will then travel, expenses-paid, to the finals in Chicago. There they will compete with the other NIRA Regional winners for the national championship.



Jubilant members of the McDonnell Aircraft Corp. bridge team were the winners of the Commercial and Industrial Team Championship at the recent Summer Nationals Tournament of the American Contract Bridge League. Andrew C. Luther, (second from left), an official of a midwestern playing card manufacturer, presents the trophy to: (L to R) Jimmie Davis, John Freeman, Robert Hamilton and Don Geers. You can bet these boys will be entered in NIRA's 1966 Bridge Tourney.

Local games may be played on any day during the month of February, 1966. The finals will be played in three sessions at the Sherman House in Chicago on March 25-27. The pair with the top cumulative score for these sessions will be declared national champs.

Finals matches will be conducted under the supervision of Vincent O. Remey, a nationally-known and highly regarded bridge expert. His decisions regarding the selection of Regional and National winners, as well as conduct of play in the matches, shall be final.

The national champion pair will receive their choice of awards: (1) An expense-paid two-week Goren Bridge Cruise to the Caribbean; or (2) A ten-day expense-paid trip to either the American Contract Bridge League Summer Nationals at Denver, July 29-Aug. 7, 1966; or to the ACBL Fall Nationals at Pittsburgh, Nov. 18-27, 1966, depending upon whichever is closer to their home city.

The top pair (percentage-wise) in each NIRA Region will receive trophies for their permanent possession.

Previous grand prize winners may compete, but will be ineligible to receive the grand prize for a three-year period. If they repeat as champions, an attractive alternate award will be presented and the advertised grand prize will be awarded to the runners-up.

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Jan. 31, 1966. There is an entry fee $1 for each player in a local game. In case you missed out on receiving structions and entry forms for the urnament, complete information is ailable by writing Association headarters, 20 N. Wacker Drive, Chicago. yours is a non-member firm and you ould like to add the excitement of this ational tournament to your existing idge program, write NIRA to learn ow you may participate.

NRA, ARS, 3 Others Merge; NRPA Results

Two venerable old organizations in he field of recreation, the American ecreation Society and the National ecreation Association, have merged ith the American Institute of Park xecutives, the National Conference on tate Parks, and the American Associaion of Zoological Parks and Aquariums, to form the National Recreation nd Park Association.

Headed by eminent conservationist aurance Rockefeller, the new organizaion is expected to be implemental to President Johnson's program for a more eautiful America.

Joseph Prendergast, who has been executive director of the National Recreation Assn., becomes executive vice president and secretary of NRPA and will be responsible for the "external" affairs of the association. This will include relationships with the lay leadership, foundations, contributors, fund raising, legislative matters, etc.

Alfred LaGasse, formerly executive director of the American Institute of Park Executives, will be executive director and general manager. He will handle the "internal" affairs of the association. As such, he will manage the properties, direct the programs, supervise the staff and be responsible for relationships with the membership.

Bowling Still Tops in Industrial Recreation

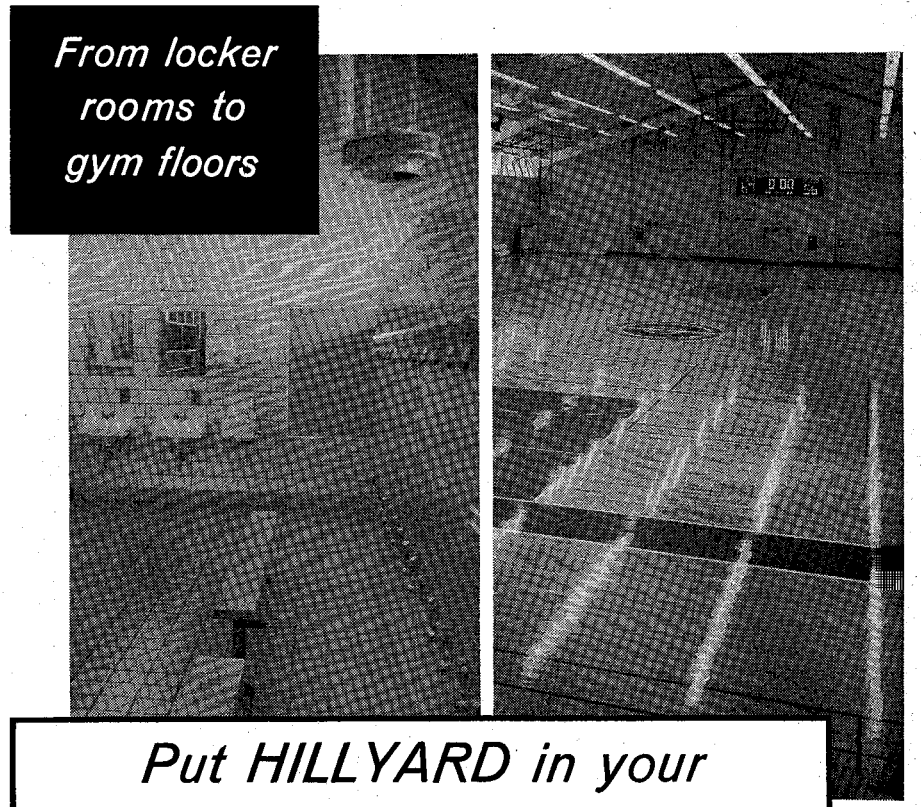
According to a recent survey by the Administrative Management Society, bowling takes first place in industrial recreation programs with 58% of the companies queried mentioning this activity. In second slot is the company picnic, found in 50% of the respondent firms. These are followed by golf, 36%; baseball or softball, 29%; and basketball, 15%. In Canada, curling and fishing rate high on the list.

Connecticut Takes Crown in Little League World Series

A team from Windsor Locks, Conn. scored a 3-1 victory over Stoney Creek, Ont., Canada, to gain the Little League World Championship, as the results of the various boys baseball league tournaments poured in from throughout the nation.

In other action, Long Beach, Calif. won the Pony League crown 8-0 over Joliet, Ill.; New Orleans captured the Babe Ruth title 6-2 over Manchester, N.H.; Portland, Ore. won the Connie Mack championship 4-3 over Long Beach, Calif.; Charlotte, N.C. swept the Junior American Legion playoffs 2-1 over Omaha, Neb.

Also, the All-American Amateur Baseball Assn. tourney went to Pittsburgh 5-4 over Washington, D.C.; Greensboro, N.C. won the Colt title 2-1 over Riverside, Calif.; Lebanon Valley, Pa. captured the VFW Teener title 5-3 over Struthers, O.; Monterrey, Mexico won the senior Little League crown 5-0 over El Campo, Tex.; and the United States stars won the Sandlot Classic 9-3 over New York City.



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Goodyear, Allis-Chalmers Capture Team Titles In 20th National Industrial Golf Tournament

The Goodyear Tire & Rubber Co. team of Akron, O., fired a fine four-man total of 572 for 36 holes to win the Class "A" team championship in the 20th Annual National Industrial Golf Tournament. The competition was held in blistering heat on the Ellis Potter (par 68) and Twin Run (par 72) municipal golf courses in Hamilton, O., the weekend of August 14-15, 1965. A total of 84 teams (336 players) from nine states participated.

This is the third time in 20 years of competition, 18 as sponsor, that Goodyear has captured the championship. The team and their scores are as follows: Bob Brown (66-70—136); Mearl Ashton (70-73—143); Frank Scalero (75-74—149); and Cam Smith (72-72—144).

The defending champion MacGregor/Brunswick team had to settle for second place, 16 strokes off the pace at 588.

The Class "A" medalist did not have such an easy time of it. At the end of 36 holes, Ed Hanna, 38, a mat room employee playing on the Goodyear number 2 team, and Bob Brown, 39, a mechanical engineer at Goodyear, were tied for the lead with identical 66-70—137 rounds. In the resulting "sudden death" play-off, Hanna edged out Brown on the third hole for the title.

The Class "B" team championship was captured by the Allis-Chalmers Mfg. Co. quartet from Milwaukee with a 630 score. They were followed closely by the Ross Gear Div. team #1 of Lafayette, Ind., which posted a 632.

Bill Brotherton, Monsanto Research Corp. team #2 of Miamisburg, O., carded a score of 80-71—151, good for Class "B" medalist honors.

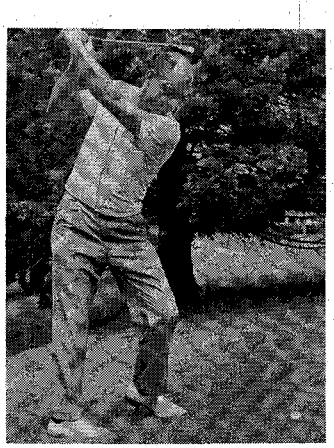
The finest round of the tournament was recorded by Ron Stokley of the MacGregor/Brunswick team, who shot a five-under-par 67 at Twin Run, two strokes short of the club record, and



The Goodyear team — Class "A" National Industrial Golf Champs for 1965 (L to R) Cam Smith, Bob Brown, Mearl Ashton, and Frank Scalero.



Members of the Class "B" championship Allis-Chalmers team receive congratulations from William McGowan (second from right), company director of employee and community relations. (L to R) Gerald Worley, Harvey Wickman, McGowan, and Jim Steck. John Hutchings, fourth member of the team was not present at the time the photo was taken.







Above left: Ed Hanna, playing for Goodyear team #2, was dramatically crowned Class "A" medalist when he nosed out Bob Brown of Goodyear on the third hole of a "sudden death" play-off. Middle: Bill Brotherton of Monsanto was the Class "B" medalist. Right: Hank Sopka of Thompson Ramo Woolridge won the management tourney.

hissed by a single stroke of tying for edalist honors.

The management-coach 18-hole tournament, held at the Hamilton Elks Country Club, was won by NIRA national golf chairman, Hank Sopka of Thompson Ramo Woolridge, Inc., Cleveland, with a score of 76. On his heels were Robert Tews, Ampco Metal, and Dan Doolin, Allen-Bradley Co., both of Milwaukee, at 77.

A pre-tournament "Golfer's Buffet" was held at the beautiful employee park of Champion Papers, Inc., host of this year's tournament. The buffet was very well attended and included Hamilton's mayor and city manager as speakers.

Champion recreation director, Garland Munz, and members of his company's golf team, along with Hack Wilson, Hamilton city recreation director, and his fine staff, went all out to insure the smooth operation of the tournament.

All NIRA member firms are eligible to enter the tournament, provided the players are bona fide employees of the company, and not receiving remuneration for playing or teaching golf.

Site of the 21st National Industrial Golf Championships will be Purdue University, Lafayette, Ind., Aug. 20-21, 1966.

A list of the winners follows:

Golf Champs
20th Annual NIRA Tourney

Class "A" Teams	Score
Goodyear Tire & Rubber Co., Akron, O.	283-289—572
MacGregor/Brunswick, Cincinnati	293-295—588
ARO, Inc., Arnold Air Force Station, Tenn.	297-299—596
National Cash Register Co. #1, Dayton, O.	294-303—597
Wright-Patterson Air Force Base #1, Dayton, O.	301-298—599
Ford Motor Co., Dearborn, Mich.	306-294—600
Thompson Ramo Woolridge, Inc., Cleveland	298-303—601
Westinghouse Electric Corp., Mansfield, O.	296-310—606
Goodyear #2, Akron, O.	301-307—608
Bendix Products, South Bend, Ind.	295-316—611



Ron Stokley of MacGregor/Brunswick shot the finest round of the tourney, a 5-under-par 67 at Twin Run — 2 strokes short of the club record.

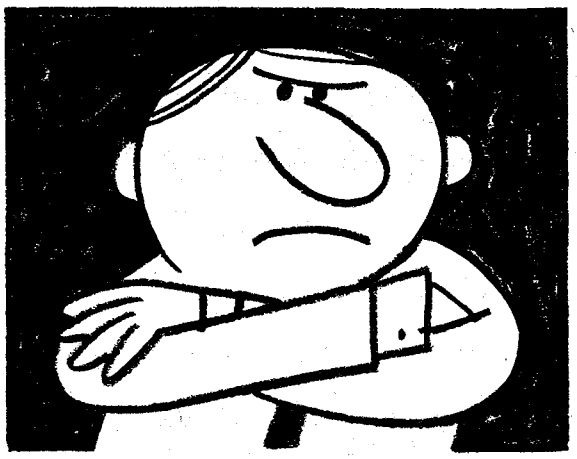
Class "B" Teams	
Allis-Chalmers Mfg. Co., Milwaukee	330-300—630
Ross Gear Div. #1, Lafayette, Ind.	332-300—632
Grimes Mfg. Co. #1, Urbana, O.	330-303—633
Motorola, Inc. #1, Franklin Park, Ill.	337-297—634
Goodrich #5, Akron, O.	323-311—634
Monsanto Research Corp., Miamisburg, O.	329-306—635
Inland Mfg. Div., GMC #1, Dayton, O.	326-313—639
VR/Wesson Co., Waukegan, Ill.	323-317—640
Argonne National Laboratory, Argonne, Ill.	335-306—641
Kaiser Aluminum & Chem. Corp. #2, Newark, O.	334-307—641

Individual Low Medalists—

Class "A"	Score
Ed Hanna—Goodyear #2, Akron, O. (Tie—Hanna won sudden death play-off on 3rd hole)	66-70—136
Bob Brown—Goodyear Tire & Rubber Co., Akron, O.	66-70—136
Ronald Stokley—MacGregor/Brunswick, Cincinnati	70-67—137
Pat Coyne—Ford Motor Co., Dearborn, Mich.	70-70—140
Harold Harmony—Inland Mfg. #1, Dayton, O.	73-69—142
Mearl Ashton—Goodyear, Akron, O.	70-73—143
C. L. Smith—Goodyear, Akron, O.	72-72—144
Donald Hermes—Keystone Steel & Wire, Peoria, Ill.	72-72—144

Class "B"	
Wm. Brotherton—Monsanto Research #2, Miamisburg, O.	80-71—151
Harvey Wickman—Allis Chalmers, Milwaukee	78-75—153
Tink Bennett—Ross Gear Div. #1, Lafayette, Ind.	79-74—153
Joe Collins—Delco Moraine #2, Dayton, O.	80-75—155
Mike Siwicki—Motorola, Inc. #1, Franklin Park, Ill.	84-71—155
Jim Rouse—Ampco Metal, Milwaukee	81-74—155
Joe Kelemen—Standard Register #1, Dayton, O.	79-77—156
James Steck—Allis Chalmers, Milwaukee	85-71—156

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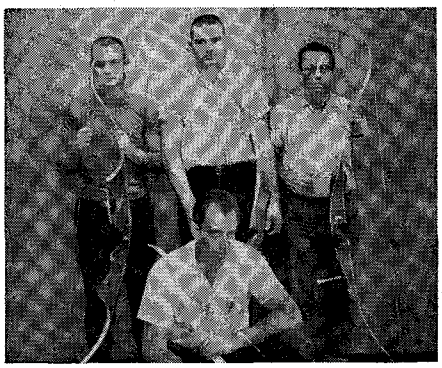
Bundy Tubing Picks Up All the Arrows in NIRA's Second Annual National Industrial Archery Tourney

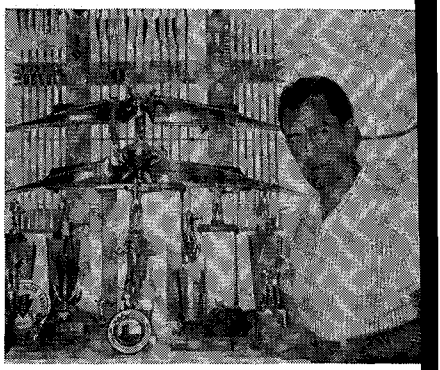
It was Bundy Tubing Co. all the way in the Second Annual National Industrial Archery Tournament co-sponsored by NIRA and The Archery Institute.

When all the scores in the five-week postal tourney had been recorded, it became apparent that the bowmen from Winchester, Ky. had captured top honors in the scratch and handicap team events, plus firsts in the individual scratch and handicap competitions.

Gene Caudill, 40, a foreman at Bundy, shot his way to first place in the individual scratch competition with a magnificent 99.70 scratch average. Second place went to Cal Hedden, LeTourneau-Westinghouse, Peoria, Ill.; P. Merritt, IBM Corp. of Lexington, Ky., was third.

Following the Bundy team "A" in the team scratch event were Phillips Petroleum Co., Bartlesville, Okla., second, and IBM Corp. of Lexington, Ky., third.





Left, the Bundy Tubing Co. Team "A" from Winchester, Ky., which captured first place scrat honors in the National Industrial Archery Tournament. Kneeling, Gene Caudill; standing, left right, Robert Reed, Clay Caudill, and Leon Johnson. The photo on the right shows Bundy's Ge Caudill with some of the trophies he has amassed since taking up archery. Gene outshot 1 other competitors to become the nation's top industrial archer for 1965. His formula for winning– 14 hours of practice a week.

Winners in the handicap team event were Bundy Tubing Co. team "B", first; Tokheim Athletic Assn. team #1, Fort Wayne, Ind., second; and National Cash Register Co. team #1, Dayton, O., third.

In the individual handicap event, O. Stokley, Bundy Tubing Co., placed first; R. L. Burton, IBM Corp., Owego, N.Y., was second; and Dick Farkas, Armco Steel Corp., Middletown, O., was third.

In winning this year's tournament, Gene Caudill replaces last year's champion, Forrest Flaminio of AC Spark Plug Division, Milwaukee, as the top industrial archer in the nation. By so doing, Caudill receives an expense-paid deer hunting weekend on North Manitou Island in Michigan. R/M will cover this story in an upcoming issue.

Shooting in each division bordered on the fantastic as witnessed by the fact that the Bundy "A" team scored 490.40 out of a possible 500 points during the five-week competition, and Cal Hedden finished only .13 of a percentage point behind Gene Caudill and his near-perfect 99.70 average.

A list of the top ten competitors in each division follows:

TEAMS

Top 10 Scratch

	Average
Bundy Tubing Co. Team "A", Winchester, Ky.	98.08
Phillips Petroleum Co., Bartlesville, Okla.	96.63
IBM Corp. Team 3, Lexington, Ky.	96.43
National Cash Register Team 1, Dayton, O.	96.40
Tokheim Athletic Assn. Team 1, Fort Wayne, Ind.	95.45
National Cash Register Team 2, Dayton, O.	94.8
LeTourneau-Westinghouse, Peoria, Ill.	94.1
Dow Chemical Co. Team 1, Midland, Mich.	93.8
Delco-Remy Div., GMC, Anderson, Ind.	93.7
Falk Corp., Milwaukee	93.6

Top 10 Handicap

Bundy Tubing Co. Team "B", Winchester, Ky.	99.8
Tokheim Athletic Assn. Team 1, Fort Wayne, Ind.	99.8
National Cash Register Team 1, Dayton, O.	99.2
National Cash Register Team 2, Dayton, O.	99.2
IBM Corp. Team 2, Owego, N.Y.	99.2
LeTourneau-Westinghouse, Peoria, Ill.	99.1
The Boeing Co. Team 1, Renton, Wash.	99.1
Armco Steel Corp. Team 1, Middletown, O.	99.0
Dow Chemical Co. Team 1, Midland, Mich.	99.0
Delco Radio Div., GMC, Kokomo, Ind.	98.9

INDIVIDUALS

Top 10 Scratch

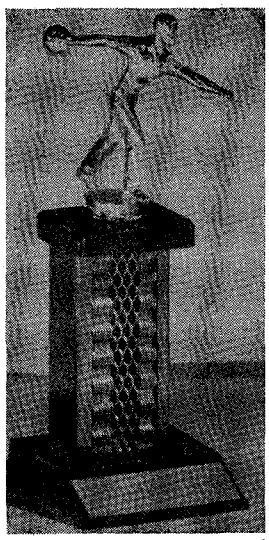
Gene Caudill, Bundy Tubing Co., Winchester, Ky.	99.70
Cal Hedden, LeTourneau-Westinghouse, Peoria, Ill.	99.62
P. Merritt, IBM Corp., Lexington, Ky.	99.00
Bob Park, Dow Chemical Co., Midland, Mich.	98.64
C. Asher, IBM Corp., Lexington, Ky.	98.60
James Riley, National Cash Register, Dayton, O.	98.53
C. Caudill, Bundy Tubing Co., Winchester, Ky.	98.16
Don Stephenson, Phillips Petroleum Co., Bartlesville, Okla.	98.00
Dick Farkas, Armco Steel Corp., Middletown, O.	97.73
H. Firestone, Tokheim Athletic Assn., Fort Wayne, Ind.	97.60

Top 10 Handicap

O. Stokley, Bundy Tubing Co., Winchester, Ky.	100.68
R. L. Burton, IBM Corp., Owego, N.Y.	100.33
Dick Farkas, Armco Steel Corp., Middletown, O.	100.23
Don Stephenson, Phillips Petroleum Co., Bartlesville, Okla.	100.22
L. Jefferies, National Cash Register, Dayton, O.	100.15
Howard Dun, Phillips Petroleum, Bartlesville, Okla.	100.13
C. Johnson, Bundy Tubing Co., Winchester, Ky.	100.12
B. Reed, Bundy Tubing Co., Winchester, Ky.	100.12
D. F. Marshall, IBM Corp., Owego, N.Y.	100.11
Jerry Craft, Armco Steel Corp., Middletown, O.	100.10

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Host Armco Team Wins 16th National Industrial Trap Shoot

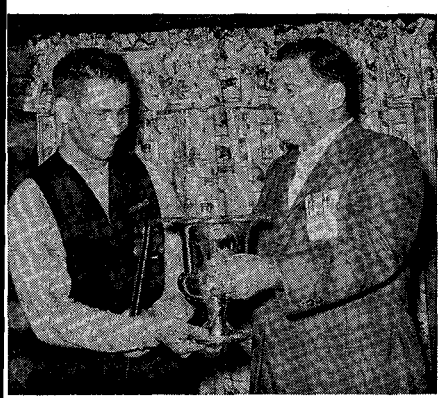
The host team from Armco Steel Corp,. Middletown, O., has captured the National Industrial Trap Shooting Championships for the fifth time in the tourney's 16-year history.

A record entry of 535 shooters from 51 companies in 7 states participated at the picturesque Middletown Sportsmen's Club last Sept. 12, despite an all-day rain.

The Armco #1 team, led by their gun club president, James "Buck" Ingram, fired a 237 total for a one target victory over Armco #3 and the Champion Papers, Inc. team from Hamilton, O.

Top gun honors and a Winchester Model 1200 trap gun, courtesy of co-sponsor NIRA, went to 23-year old Dave Berlet, Hannifin Press Co. assembly man from Wapakoneta, O.

Berlet, who was Class A runner-up in this year's Grand American Trap Shoot at Vandalia, O. and has a 27-yard handicap, shared 50-target honors with Robert Bunch, Olin Corp., East



Dave Berlet of Hannifin Press Co. took "top gun" honors at the Armco National Industrial Trap Shoot. Here Dave, at left, receives the champion's cup and a Winchester Model 1200 trap gun from Don Neer, NIRA's director.

Alton, Ill.; Irvin Holmes, Westwood Tool, Dayton, O.; and C. Keckler, National Cash Register, Dayton, O.

In the shoot-off, Berlet and Bunch powdered 22 apiece at 24 yards to eliminate Holmes (21) and Keckler (19). In the final round, Berlet's 22 hits eliminated Bunch, who had 19.

The Armco teams, in addition to winning the lion's share of over $1,000 in silverplate, received a weekend game and target shoot at Nilo Farms in East Alton, Ill., courtesy of Winchester Franchise Operations.

It was late in the afternoon when Armco's #1 team made its run for the championship. The Champion Paper and Armco #3 teams had already posted fine 236 scores. The moment of truth was at hand.

Forty-six-year old maintenance clerk-safety, "Buck" Ingram, who has been trap shooting for only five years, led his squad into position on the Number 2 trap as the home-town gallery crowded around.

"Buck" set the pace with a perfect 25, and his veteran team missed only 4 out of 125 on their first round.

A wild scramble ensued as the gallery of over 500 fans converged on the Number 5 trap. The crowd knew that Armco #1 had to knock down 116 out of 125 birds to win the title.

With rain coming down in buckets, Ingram toed the 24 yard line and hollered "pull" to start the final round. It looked as if "Buck" was going to card another perfect string—until he missed his next-to-last bird and had to settle for 24.

Number two man on the squad, Stan Neanover, a 51-year old inspector, added another 24; 50-year old John Slifer, a maintenance administrator, came up with 21; and press operator Arnold Smith, 38, bagged 23.

This left it up to anchor man Holly Cox, a 37-year old truck dispatcher. To clinch the championship, he had to knock down 24 out of 25 birds. This he did and Armco #1 had earned itself a one-bird, 237-total, victory. The crowd roared its approval.

As the 107 teams departed from the field, there were cries of "Wait 'til next year!" Recreation director Bob Bauer, "Buck" Ingram and all the Armco Gun Club members smiled—they just can't wait until next year.

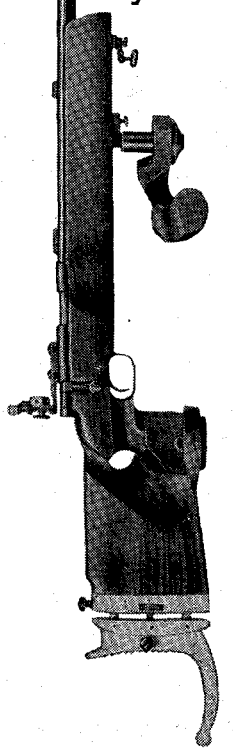
A list of the top teams in the 1965 event follows:

Final Squad Standings

Armco Steel #1, Middletown, O.	237
Armco Steel #3, Middleton, O.	236
Champion Papers, Hamilton, O.	236
The Westerner Club, Olin Corp., East Alton, Ill.	235
Armco Steel #4, Middleton, O.	233
National Cash Register #1, Dayton, O.	232
Olin Corp. #1, New Haven, Conn.	232
Remington Arms, Bridgeport, Conn.	232
Joseph E. Seagrams & Son #1, Lawrenceburg, Ind.	231
Delco Moraine #1, Dayton, O.	230
Proctor & Gamble, Cincinnati	230
Walz Motor Co., Alton, Ill.	230

the Olympic champion

Anschutz used by more smallbore medal winners than any other

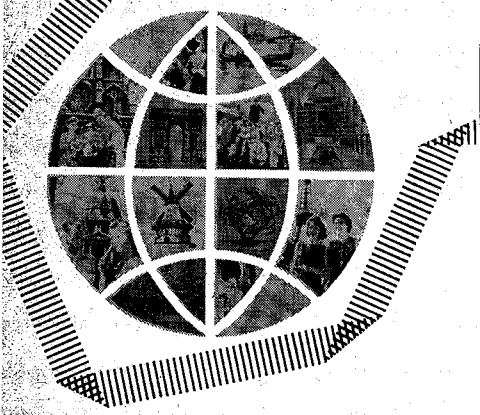


At the 1964 Olympics in Tokyo, all of the six smallbore rifle medal winners shot an Anschutz. 51 of 73 competitors in the prone match and 36 of 53 in the 3-position match fired Anschutz rifles. The Match 54 also walked off with a major share of the honors at São Paulo, Cairo, Moscow—at every recent international match.

The reason is obvious; famous Anschutz precision, unparalleled accuracy that means higher scores. The Match 54 action is satin-smooth, with a fully adjustable trigger and hand-lapped barrel. Model 1413, illustrated, with international type stock, wt. 15½ lbs. **$275** (sights extra; with left-hand stock, $287).

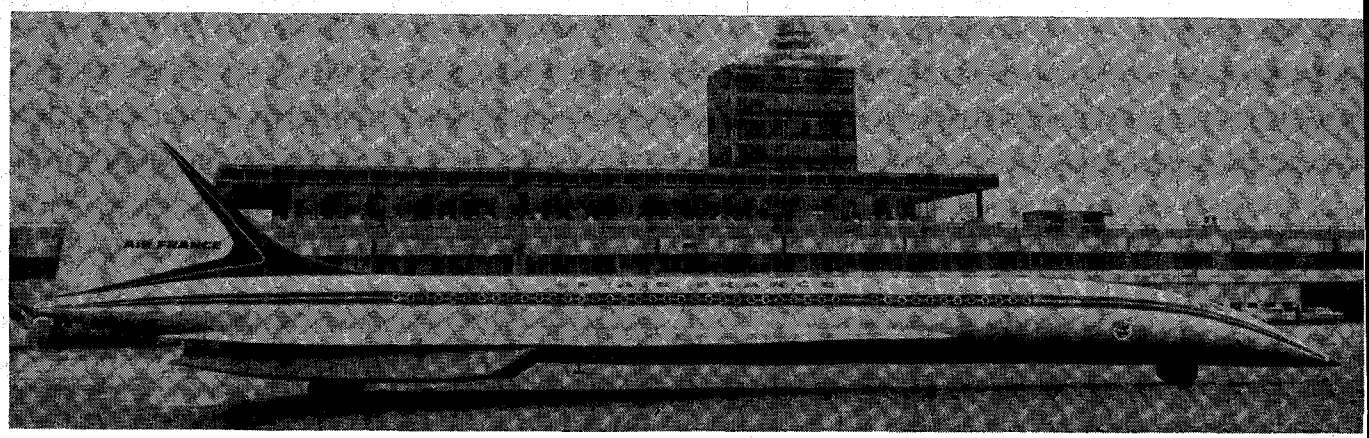
Same Match 54 action in prone model 1411 (11 lbs.) or I S U position model 1408 (10 lbs.) at $145 (less sights; left-hand stock, $157). Prices subject to change. For free full-color catalog write Savage Arms, Westfield 234, Mass. 01085. (A division of Emhart Corporation. Savage, Anschutz and the Indian head Reg. U.S. Pat. Off.)

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Mock-up of Concorde supersonic jet

For Group Travelers: There's A New World A-Coming

Whether or not man reaches the moon by 1970, travelers here on earth can can look forward to a new world of air transportation as we move into the next decade.

Supersonic jet flights may turn intercontinental journeys into routine hops. The French-British Concorde, which Air France has scheduled for passenger service by 1971, will whisk travelers between New York and Paris in 2 hours and 45 minutes. Within our own country, passenger movement by helicopter will supplant much inter-city automobile travel.

The new Japanese superlimited express train, which turned out to be the fastest thing on wheels at the 1964 Tokyo Olympics, is a preview of what's in store for the 450-mile run between Boston and Washington. A new billion-dollar super-railroad, with trains running at top speeds of 125 mph and possible future speeds of 160 mph, is expected to take the pressure off crowded highways and airways between the two cities. Similar in design to the Japanese model, the new railroad may be in service within a year or two.

In addition, more than 15 American cities will be building new rapid transit systems in the '70's. Washington, Los Angeles, Atlanta, Pittsburgh, Miami, St. Louis, Seattle and Baltimore all plan on beginning construction within the next five years.

Though all these developments are newsworthy, the 1400 mph supersonic Concorde continues to stir up the most excitement, and for good reason. Some of the problems being met and overcome in its development are enough to stagger the imagination.

At 1400 mph, heat generated on the exterior will climb to about 311° Fahrenheit on the nose needle and leading edges of the wings and tail. (Water incidentally, boils at 212° F.) But prospective passengers needn't get hot under the collar.

Passenger cabins will be cooled by circulating air discharged around the insulation and between cabin walls and the plane's outside skin. Triple windows, to assure cabin pressurization, will be large enough to give an exciting view of the world below. Economy class seating will be four abreast, two on either side of the aisle. The proud boast of the Concorde builders is that no passenger will ever be squeezed in the middle seat; there is none.

Air France engineers claim that the Concorde supersonic jet will be no noisier on take-off and landing than today's subsonic jetliners. Not reaching supersonic speeds till they climb to

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Zipping to Paris in less than three ɔurs is exciting enough, but the ex-tement really begins once you reach ɔur destination. A $15 billion mod-:nization program, launched a few :ars ago, promises to enhance the face f Paris by the late '60's.

If you were to arrive tomorrow, you'd nd that the City of Light has begun ɔ acquire a brand-new radiance. Hun-reds of beloved landmarks and historic uildings, darkened by the passage of ime, have been given a thorough scrub-ing in a gigantic city-wide cleanup ampaign. In the Montparnasse section, amous haunt of artists, Europe's tallest uilding, a 50-story skyscraper, is near ompletion. It will be part of a giant 0-acre complex that also includes the ıew $14 million headquarters of Air rance.

Other European capitals are also nodernizing. Rome is currently in the nidst of a building boom; great variety, magination and color mark the archi-ecture now being planned and executed n the Eternal City.



Peter Volid, third from right, chairman of the board of King Korn Enterprises, receives bon voyage wishes from Peter Baker, far right, BOAC sales manager, U.S.A., before his departure to London aboard the new BOAC Super VC-10. Accompanying Volid is Enzo Palmentola, second from right, president of KKS International, a member firm of the NIRA Travel Council. Volid and Palmentola were leaving on an extensive inspection tour of KKS International offices in Europe and the Middle East. Others in the picture (L to R) are Jack Frietsch and Arthur Hahn, v.p.'s of KKS Int'l and Eric Engledew, BOAC deputy sales manager, U.S.A.

In London, some of the modernization projects on the drawing boards include: a pedestrian mall above Piccadilly Circus; new government buildings at Whitehall; a "new look" for Knightsbridge and the Albert Embankment; and a 19-story hotel overlooking Hyde Park at Lancaster Gate. Also still in the planning stage is an 18-mile-long tunnel under the English Channel to link Dover and Calais.

Supersonic aircraft, modernized cities, super-railroads, helicopter "commutes," and a tunnel-link between England and France; these are just a few of the exciting travel developments in store for you in the "super-seventies." Have a pleasant trip!

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Young man with B.A. in recreation from Mankato State College seeks position as director or assistant in recreation field. Has 1 year of experience as physical activities director in state hospital. Will be available Jan. or Feb. 1966. Salary, $6,800.
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Young man with B.S. in physical education from Springfield College (Mass.) seeks administrative position in recreation field. Five years experience in Y.M.C.A. programs. Single. Salary, $6,500.
Box #146—RECREATION MANAGEMENT

Man with extensive experience in recreation administration and coaching on both college and service levels seeks position as director of large industrial recreation program. M.A. in administration and recreation from Columbia University. Married, 4 children. Salary, open.
Box #145—RECREATION MANAGEMENT

Young man with B.S. in recreation from U. of Southern Mississippi seeks position as recreation director. Experience in city recreation. Married, 1 child. Salary, $5,100.
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Young man with 5 years experience in high school coaching and community center work seeks position as director of recreation/athletics in Midwest. B.A. in education from Colorado College. Married, 3 children. Salary, open.
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Young man with 3 years experience as director of a Y.M.C.A. recreation program seeks position as director of an industrial recreation program. B.S. in physical education from Mankato State College. Married, no children. Salary, $8,000.
Box #142—RECREATION MANAGEMENT

Young man with B.S. in business administration from Grove City College seeks position as recreation director in industry. Experience includes four years as high school teacher and coach. Married, two children. Salary, open.
Box #141—RECREATION MANAGEMENT

Man with B.S. in education from Univ. of Wyoming seeks position as director of recreation/athletics in industry. Experience includes six years municipal recreation. Married, four children. Salary, $7,200.
Box #140—RECREATION MANAGEMENT

Man with M.S. in recreation from Indiana U. seeks position as employee services administrator. Experience includes being superintendent of parks and recreation for several municipalities in Midwest. Married, two children. Salary, $9,600.
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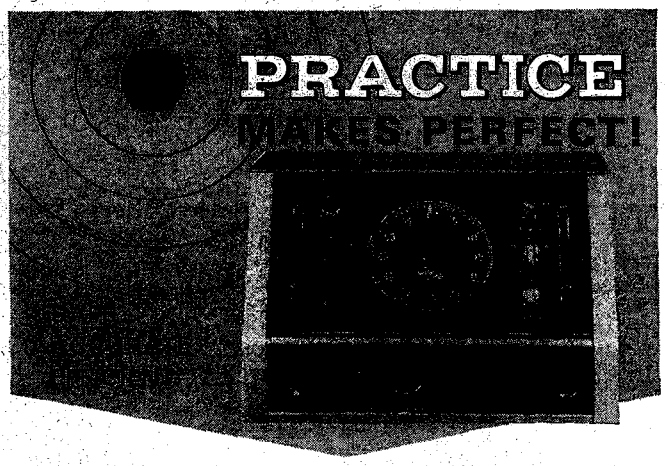
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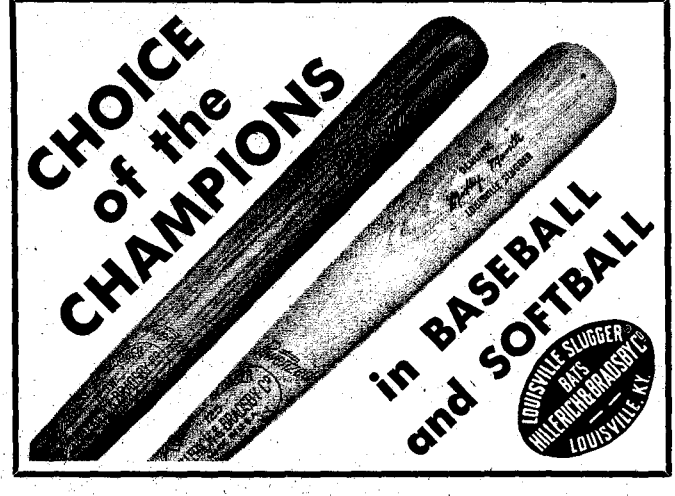


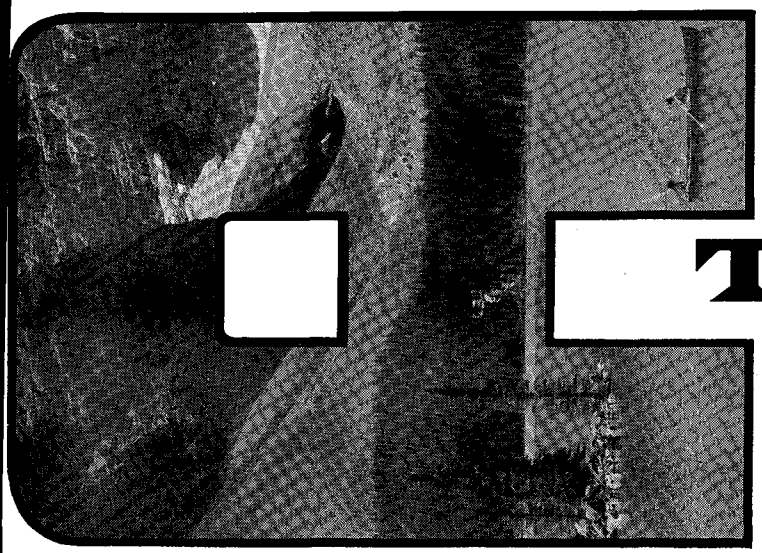
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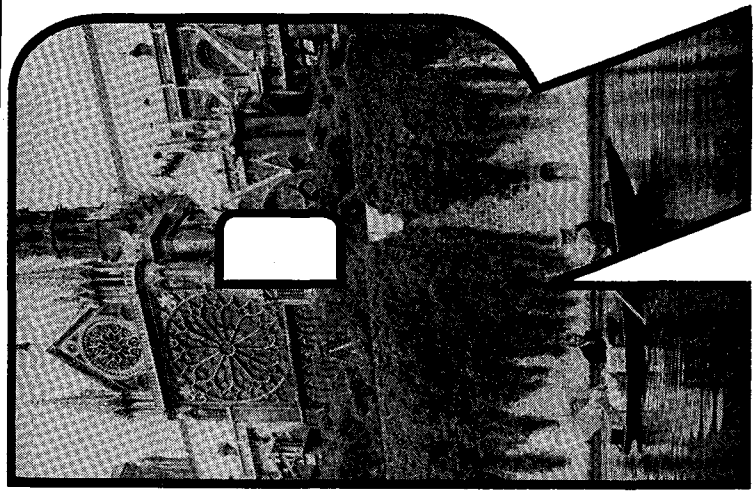
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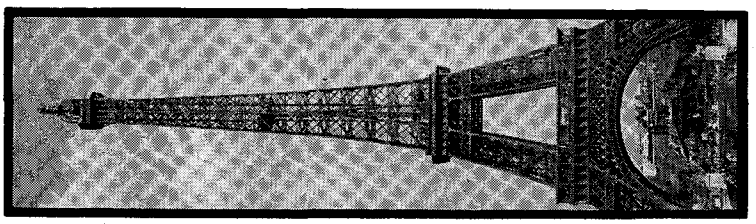
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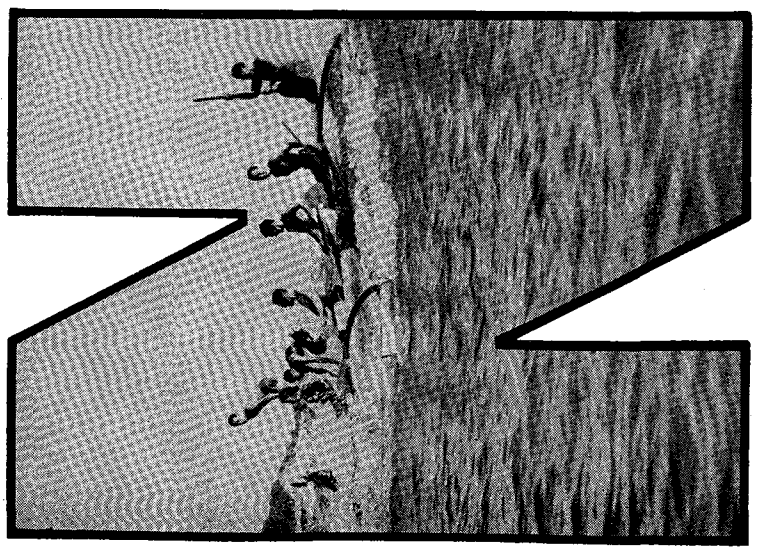
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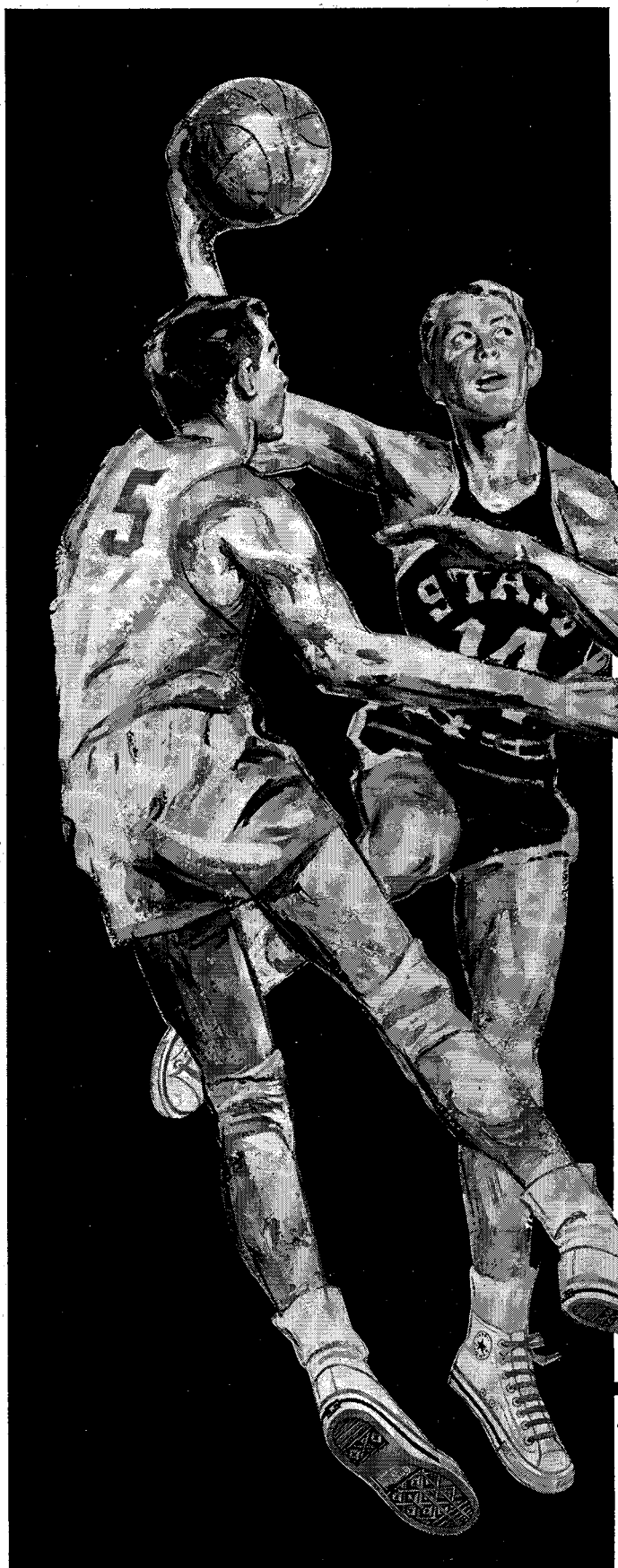
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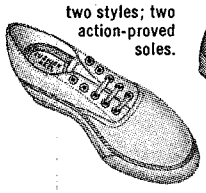
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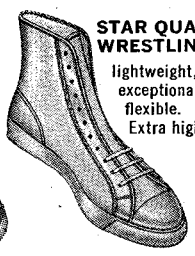
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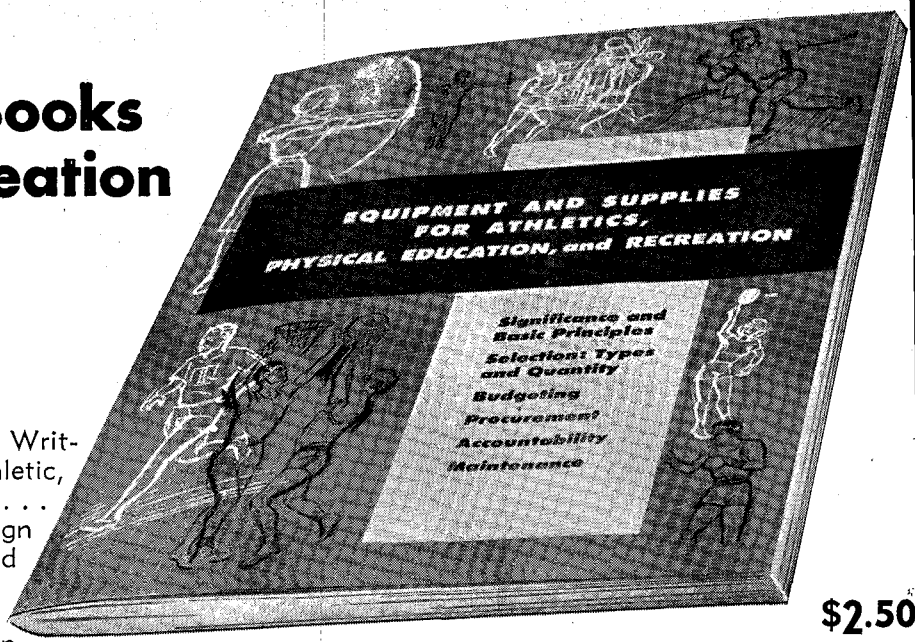


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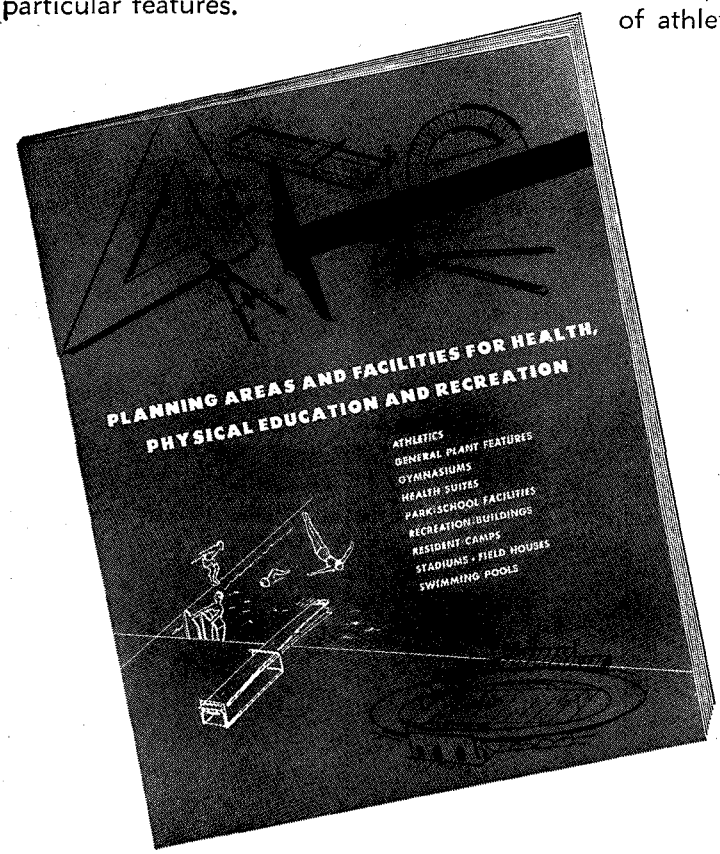
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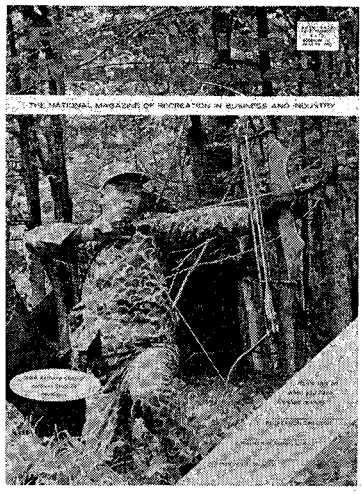
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NOVEMBER 1965
Volume 8, Number 9



Gene Caudill, NIRA's 1965 archery champ, draws on a deer during his prize trip to North Manitou Island. The adventures of Caudill and Andy Lang, NIRA's fishing champ, are related in a story beginning on page 8. Cover photo by Al Archbold.

Recreation Management

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signs of the times...

HOW TO COMBAT EMPLOYEE ABSENTEEISM—In her nationally syndicated column, Sylvia Porter recently turned the spotlight on employee absenteeism. Among her comments: "On every working day an estimated 3½ million employees fail to show up for work because of 'illness'. At last count the cost of absenteeism to U.S. industry was a staggering 13.6 billion dollars a year, in the form of wages, salaries and benefits alone." Miss Porter went on to observe that one of the best methods of combating absenteeism is the on-the-job recreation program, since it's known that exercise is a deterrent to many illnesses.

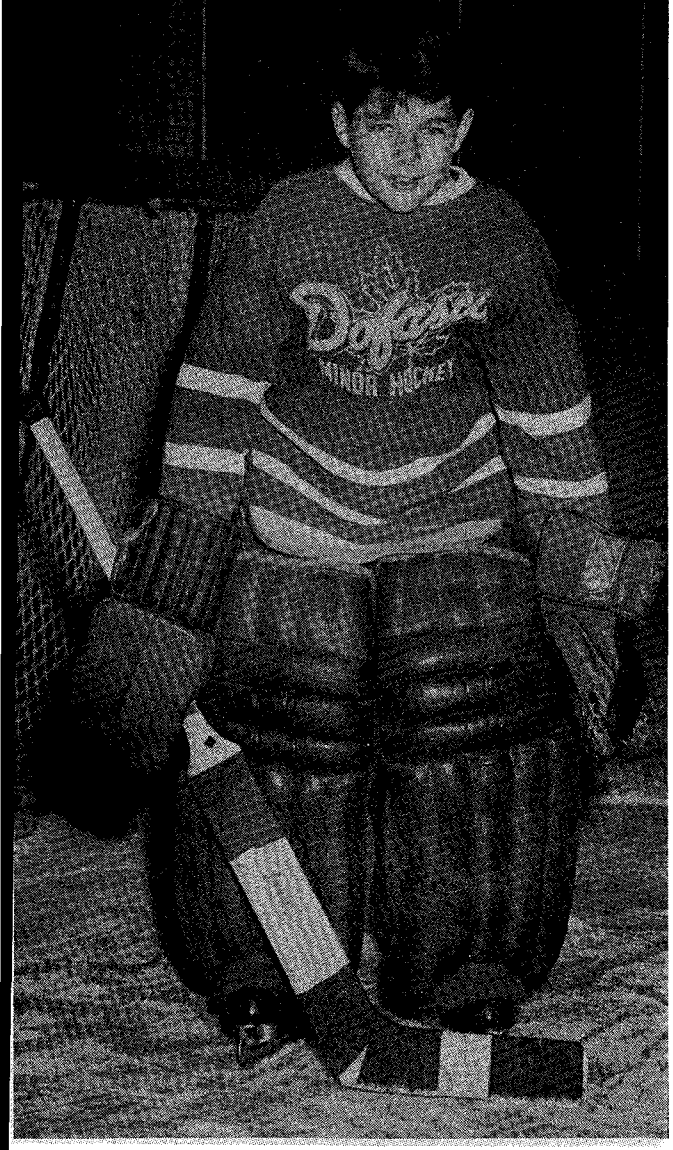
OUTDOOR BOWLING ALLEYS are being tested in Chicago, Fort Lauderdale, Fla., and California, reports Garland Industries. The plastic-coated alleys, which have automatic pinsetters, have proved resistant to cold and wet weather, the company says. When testing is complete and the alleys are put on sale, they will have a large market in industrial recreation.

FAMILIES OF DECEASED EMPLOYEES of American Airlines receive a booklet which provides general information about the company's policies, insurance, and other benefit programs which may be helpful to survivors at their time of grief and in the future. B. E. Bauder, American's director-employee relations, comments, "We recently had occasion to recognize that our employee group was getting older, and there were more and more instances where our employees were passing on while still on our active payroll and not on retirement." While it is not American's intention to intrude in family affairs that are properly the concern of relatives, the funeral director, the executor, the administrator, or the family attorney, the company wants to make certain that the family is acquainted with the various benefit programs and government programs in which the deceased may have participated.

AN OUNCE OF PREVENTION—The Wall Street Journal notes that under a new contract with the Clothing Workers Union, some 200 employees of Brooklyn's Pilgrim Laundry get a day off with pay each year to take health examinations at the local union medical center.

IN AN INTERVIEW in Nation's Business, Dr. Andrew F. Brimmer, Assistant Secretary of Commerce for Economic Affairs, gave his views on major business trends over the next 10 years. Dr. Brimmer estimates that there will be 226 million people in the U.S. by 1975, compared with 194 million now. The work force will number 94 million, with employment hopefully above 96 percent. There are 78 million Americans in the work force now. Employees in 1975 will also be better educated. "The percentage of the adult work force having four years of high school or more," Dr. Brimmer explains, "is expected to increase from 54 percent now to 62 percent in 1975—and this upgrading will take place all along the line through college and graduate work."

Junior Hockey Dofasco's Winter STAR



Three statements can be made about winter in Canada. It is long. It is rugged. It is eagerly awaited. After the first two statements, the third one may seem a bit odd. But remember, with winter comes the "winter sports" and the hardy Canadian people thrive on these frosty amusements. There is skiing, ice skating, tobogganing, ice fishing, and hockey, to name just a few. But the greatest of these in the eyes of a Canadian is Hockey—that electric game of frozen pucks and flashing blades which is Canada's national sport.

Let the first leaf change color in the fall and the usually stable populace becomes slightly unhinged. Everyone from the toddlers to the hobblers starts eating, sleeping and breathing hockey.

The following report by A. Murray Dick, director of recreation for Dominion Foundries and Steel Ltd. (Dofasco), Hamilton, Ontario, Canada, illustrates very well how one company channeled this unbounded enthusiasm for the sport into the creation of an excellent junior hockey program. Junior hockey has developed into the shining star of Dofasco's entire recreation program.

Management at Dofasco has always been keenly conscious of the value of a recreation program in the life of the industrial worker. Just a few short years ago in 1937, when Dofasco employed as few as 1000, a great deal of attention was focused on "varsity" team sports. Both management and company names were linked with fine football, baseball, hockey and basketball teams representing not only our own organization, but that of the city of Hamilton.

However, as the company expanded rapidly to the present employment of over 6500, the content of the original recreation program changed and grew more comprehensive.

Interdepartmental activity soon replaced the varsity effort as hundreds of employees formed numerous teams in the popular sports programs. Management viewed with pleasure the greater coverage for employees in the activities provided.

The program is generally not "paternalistic" and the financial support given by the company, it is felt, does more when available to all employees rather than a few selected varsity team players. Organization of over thirty separate activities including bowling, softball, hockey, curling, rifle, revolver, badminton, tennis, chess, model railroad groups etc., originate at the request of the employees, while management provides the services of a recreation director and office staff to help with the supervision and administration.

One of the reasons for the success to date in the program is that it is adaptable to change. New programs are given a fair trial and when not proven popular, are "scrapped" in favor of those programs found most popular with the persons concerned.

The Dofasco Recreation Club was given its official name as recently as 1943, at which time the program for employees provided only softball, curling, 5 pin bowling, and senior hockey.

Five years later, the activity program had doubled and a bi-monthly newsletter, mailed to employees' homes, was originated to keep the participants informed of all activities. Now, 18 years later, the newsletter still does a first rate job and provides the spark and interest needed to keep a varied program tuned to such a high pitch.

At one time during the 1951-52 season, when it was felt the program was lagging a little, employee interest urged the adoption of hockey and baseball programs for the children. This move rocketed the recreation program to new heights and management today is justly proud of our recent achievements in youth development. The minor program now includes hockey, baseball, bowling and tennis. Fathers are actively engaged as team coaches and managers, while mothers are members of the Ladies Auxiliary group, helping out in distribution of equipment and preparations for the presentation banquets.

One of the largest groups in the recreation club program is Minor Hockey, which is made up of 4 leagues for players ranging from 8-16 years of age. In all, there are 18 teams making a total of 320 players. All players are children of employees with the fathers acting as coaches and managers.

The organization of this group commences in August when application forms are mailed out to all employees having boys between the ages of 8-16 years. Additional advertising is carried on recreation club bulletin boards throughout the vast plant and in the Recreation Newsletter, mailed to the homes of employees every two weeks. *(turn page)*



The magnitude of the Dofasco junior hockey program can be seen in this photo of the opening night ceremony when all the teams parade onto the ice. They are attired in uniforms patterned after the clubs in the National Hockey League and the blending of colors is a sight to behold.

continued from page 5

All applications received are screened by the committee as to age, weight, height, and previous playing ability of the prospective hockey enthusiast. Each boy is placed tentatively on one of the various teams in the league for a period of three weeks. After this period, he may be moved up or down in the league classification depending on his ability and the desire of the league committee to balance all the teams as closely as possible.

The Minor Hockey group is basically divided into four groups:—Pee Wee, ranging in age from 8-10 years—Bantam, from 11-12 years—Midget, from 13-14 years—and Major from 15-16 years.

All teams in each league have adopted the names and color designations of the National Hockey League Teams. Each of the four leagues has its Canadiens, Red Wings, Maple Leafs and Black Hawks teams, and it is possible that a young lad of 8 may be a Red Wing team member in all leagues as he progresses toward graduation out of the system at the age of 16.

Once a boy has been placed on a team, he is notified by mail with regard to his complete team roster, coach, manager, fellow players, team schedule and meeting dates.

One of the first notices he receives is for uniform night. On this happy occasion, all players assemble in the company auditorium for the purpose of fitting each and every boy with team sweaters, pants and stockings. These uniforms are loaned to the players for the season, and it is their responsibility to retain them for the duration of the playing season. Many of the uniforms have seen years of service, while some are introduced new to replace the worn-out pieces. Team uniforms are all numbered so that they are readily categorized, in that Majors are 1-20, Midget 21-40, Bantam 41-60, and Pee Wee 61-80.

Each player, before being allowed to participate in the league, is required to have the signed approval of his parents. In addition, the parent is required as well to sign for the safe-keeping of the uniform loaned to the player.

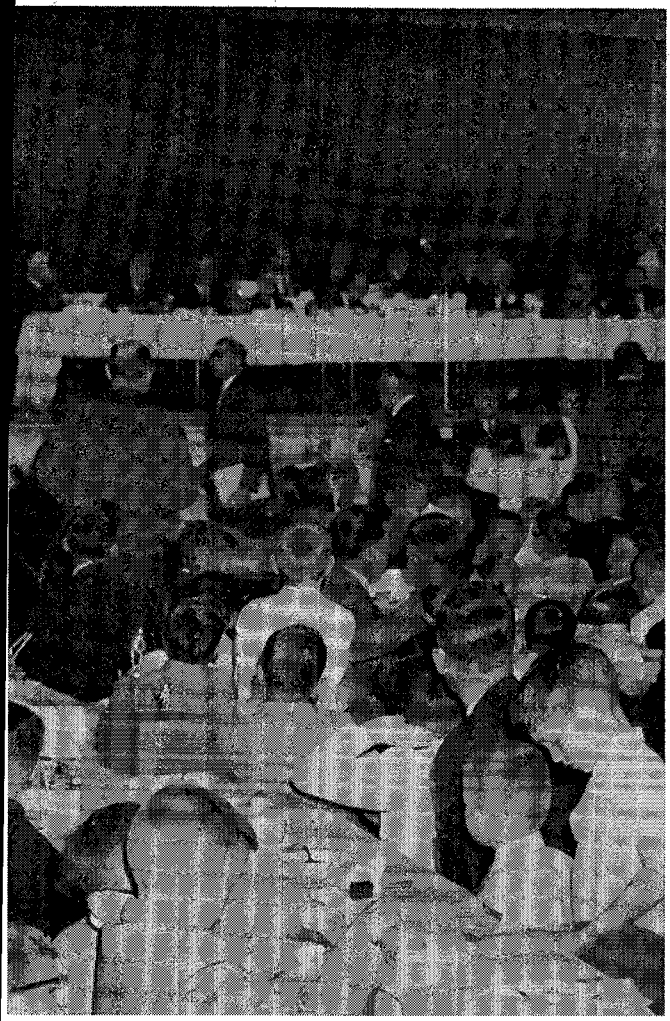
In Canada, hockey equipment is a "must" for Santa to bring at Christmas time. Each hockey player looks forward to the time when he can coax his parents to a sporting goods store or earn enough money on his own to complete the outfit. Considerable equipment is necessary as each and every player realizes that safety depends on being completely outfitted with skates, shin-guards, gloves, shoulder and elbow guards, head-gear, mouth-protector, and above all a good hockey stick.

Now, as zero-hour approaches, the players look forward eagerly to playing on the big ice surfaces of the various rinks in the city of Hamilton. First night is usually one of confusion as players meet for the first time, seek out the dressing rooms and enter the mad scramble to get changed in time for the game. Many of the fathers assist in the dressing rooms getting all the "gear" on the younger members and even helping with lacing up the boots. The goal-keeper, all decked out in his set of "pads," often has to be literally carried to the goal.

Regulation referees are used to officiate all the games, while the scorer and time keepers are volunteers, as are the coaches and managers. In many cases, the coach is the father of a player on his team and a highly-rated hockey player himself.

A schedule of games is planned to provide hockey action between the various teams over a period from November 1st to March 15th. At the end of the regular schedule of games, a play-off series is started in order to declare a championship team for each league.

Play-off night is usually big-time, as complimentary tickets are distributed to all employees urging them to see these important last games. Amazement is expressed by many who have watched the vast change in the hockey playing ability of the raw recruits of November and the finished products cavorting on the ice in mid-March.



Banquet night is the climax of the six month hockey season as all players with coaches and managers assemble in the Dofasco auditorium to take part in the awards presentation ceremonies.

The championship games don't spell out the end of the season. There is still the big job of collecting the uniforms, cleaning and storing them for yet another season.

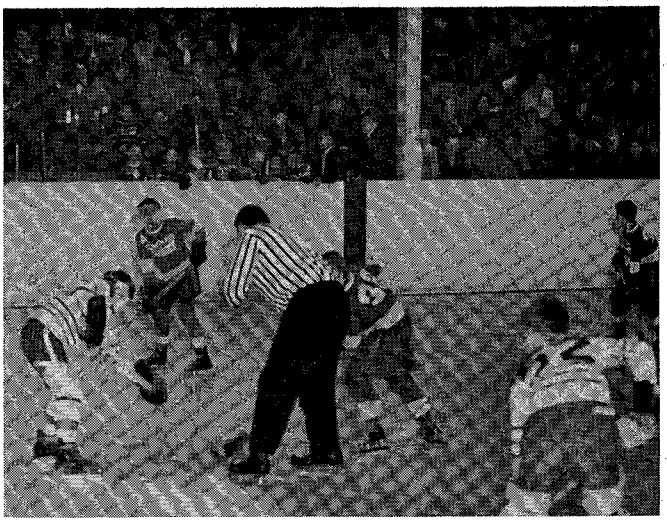
Time now drags by slowly. It is still too early for the baseball season and the hockey players are patiently waiting for the invitation to the awards banquet.

Finally all the plans are made. The mothers have been working hard on the banquet arrangements and have prepared a gala evening. All players, now in their Sunday-best, assemble with coaches, managers, members of company management, and distinguished guests to take part in the presentation of awards to various winners.

Trophies are presented to the winning teams, most valuable player, and of course, the best goal keeper of each league.

Photographs, suitably framed and inscribed, are presented to each member of the winning teams, along with a championship crest. These mementos of a successful season are treasured more by the parents than by the youngsters.

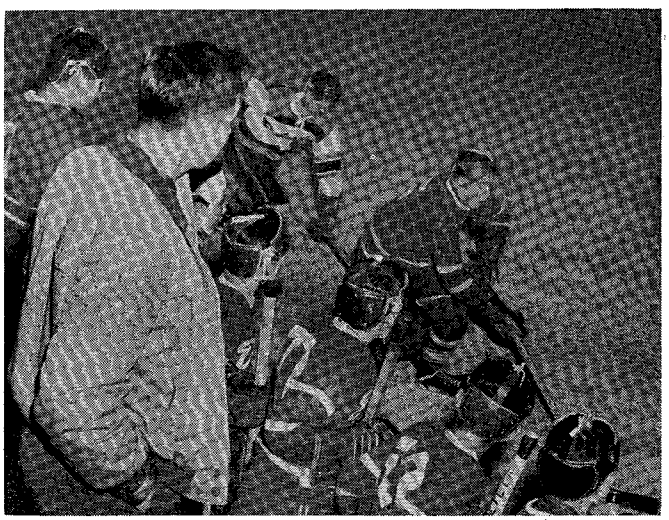
The program has been extremely successful in that families are brought together in the enjoyment of the game of hockey and in watching the development of their youngsters. As the boys grow in stature and ability, all connected with the league operation agree that successful team play is the forerunner of better relationships in the daily task of living a successful life in a community made better by their efforts.



A large crowd of parents and friends of the young players watch with enthusiasm as the puck is dropped at center ice to start one of the Midget League play-off games.



Equipment Night—A young player gets some fatherly assistance in fitting himself out for the hockey season. Dofasco supplies the uniforms, the players supply their own skates, sticks and pads.



The entire reserve squad stands up on the bench to encourage a teammate as he rushes goalward with the puck. In most cases, the coaches and managers in the junior hockey program are excellent players themselves.





Hunters, can you pick out the deer staring back at you in this photo?

ONCE UPON AN ISLAND

by Al Archbold

NIRA's archery and fishing champions fly to an isolated sportsmen's paradise in search of whitetail and smallmouth

There it was. A patch of luxurious green velvet rising out of a vast expanse of silver-blue silk. That was our first impression of North Manitou Island as it appeared from the air.

In actuality, the island is 15,000 acres of heavy forest, small clearings and sandy shores. It lies six miles off Michigan's lower penninsula near Traverse City, 220 air miles from Chicago and Detroit. The island is under the auspices of the North Manitou Island Assn., a non-profit conservation group, which keeps the land open the year-around for controlled hunting and fishing.

A herd of 1,800 whitetail deer roam this island wilderness, growing fat and glossy on the fruit, nuts and berries so famous in this area. Snuggled deep among the birch and maple trees in the heart of the island rests 254-acre Lake Manitou, alive with lunker smallmouth and sleek rainbow.

Truly an isolated never-never land for sportsmen.

Gene Caudill and Andy Lang, NIRA's archery and fishing champs respectively, had been briefed on the wonders of North Manitou and were fairly bug-eyed with anticipation as we winged the last few miles over Lake Michigan toward our destination.

Gene, 38, a foreman at Bundy Tubing Co., Winchester, Ky., won this trip by besting 156 other archers in NIRA's 1965 Archery Tournament. In so doing, he led his team from Bundy Tubing to the team scratch championship. Over the five weeks of shooting in the postal tourney, Gene posted a phenomenal 99.70 scratch average.

Although he has been interested in archery all of his life, Gene has been shooting tournament archery for only five years. He shows a remarkable affinity to it. Besides the numerous tournaments he has won, Gene is a member of the exclusive 500 Club—being one of only 25 archers in the United States to shoot over 500 in a field range meet. To achieve this level of accuracy, he practices as much as 14 hours a week during the competitive season.

Andy Lang, 65, consultant with Olin International, New Haven, Conn., and retired service manager of their international department, earned the island trip and his title of



Fishing champ Andy Lang, left, and Gene Caudill, the archery champ, meet for the first time at the airport in Traverse City, Mich. Then they boarded a light plane for the short hop in to North Manitou Island.

NIRA Fishing Champ for 1965 by boating a 58 lb. 8 oz. striped bass off Cuttyhunk, Mass., last June. It is the finest fish yet taken in the 8-year history of NIRA's Fishing Tournament. The monster striper socked the plug while Andy was night-trolling. It took an hour's hard work to bring the fish to gaff.

Night is the most productive time to fish for striped bass, Andy says. And he should know. Andy has been going after stripers for 40 years and he keeps a chart on each fish caught. The chart, in addition to listing length and weight, carries such vital information as time of catch, type of bait used, weather, and wind direction. It pays off. The 58-lb. tournament winner is not the largest striper Andy has caught. And he intends to hook into the world's record someday.

As the light plane touched down on the island's 4000 foot grass runway, all eyes scanned the dense forest which edged the landing field. Sure enough, there in a clearing among the trees stood two deer. Gene's fingers tightened instinctively on his bow case. The deer, having seen enough of their human adversaries, bolted off into the wooded gloom, their white tails dancing.

When the plane rolled to a halt, everyone broke into an excited babble. Marv Fleuring, manager of the island, was waiting with a jeep to take us to the lodge. On the way he told us that the island had mild weather the previous winter and the deer herd was at its peak. This statement pushed the level of excitement that much higher.

At the lodge, an old Coast Guard station plushly redone in panelled-oak, everyone stowed their gear and hopped into outdoor clothes. Gene had his bow strung and was out taking some practice shots before the rest of us had our boots laced.

It is awe-inspiring and a little chilling to watch a master archer at work. Gene had placed a 6 by 6-inch piece of metal foil against a hillside and, from 30 yards away, was methodically proceeding to pump it full of arrows. There would be a twang as he released the bowstring, the slight hissing of an arrow in flight, then another broadhead would pierce the foil and bury itself into the hillside.

After sharpening his eye, Gene decided that, with two hours of daylight left, he would have enough time to take a stand and bag a deer before it bedded down.

A jouncing jeep ride took us half way across the island to a sloping clearing with the remains of an abandoned apple orchard growing on its upper reaches. We took a stand just inside the forest within bow shot of the orchard.

For an hour and a half, Gene crouched motionless beside a tree scanning the edges of the clearing for a tell-tale patch of fur or glint of antler. Just as darkness fell a good-sized buck silently appeared in the distance. He was too far off and we did not have enough light to stalk him.

Back at camp our spirits were lifted when Don Neer, NIRA's executive director, showed up with a beautiful 8-point buck he had downed with a rifle that afternoon.

Andy had been out scouting the lake and was eager to be on the water with the first light of day. Both champs turned in early to dream of the action the morrow would bring.

Dawn comes early on North Manitou, but it did not catch the men asleep. A hearty breakfast of pancakes and thick bacon drenched in the island's own maple syrup set us right with the world. Then the champs went their separate ways in search of the sport for which they had come.

At the boat landing Andy assembled an ultra-light spin-casting outfit and surveyed the lake. It was just as beautiful when viewed from the ground as it had appeared from the air. Steep dropoffs, rocky coves and half-sunken logs all spelled bass.

Since the day was cool and blustery, Andy began by working the sheltered inlets with an underwater lure. For a number of casts nothing happened, then half-way through a retrieve Andy's rod arced into action. A slab-sided smallmouth rocketed into the air as the champ fought to keep a taut line. After a couple of more spirited leaps, Andy had the 2½ pounder in the boat and was admiring it.

When asked what he thought of the fresh-water cousin of the striped bass, Andy replied, "It's a great fish. On this light tackle I really had my hands full."

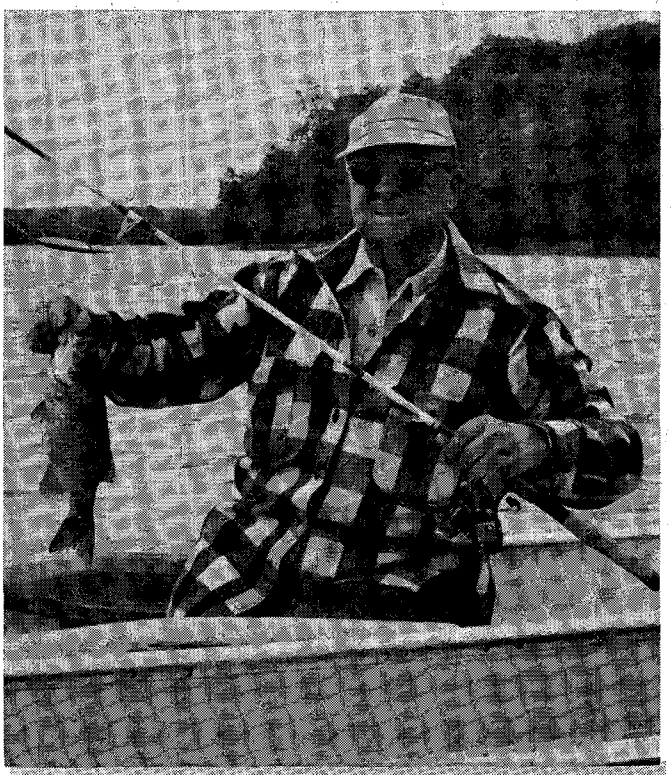
A couple of colorful rainbow trout quickly followed the bass onto the stringer. Then the wind really began to blow. To combat the choppy water, Andy turned to trolling a spoon. A few hours of this proved successful and the light spin-casting rod whipped some more bass and trout.

All the while the weather was becoming increasingly nasty. Finally a flight of Canadian geese, heading south for the winter, came honking over the lake. "That does it," sighed Andy, wistfully, "Let's get out of here before we're frozen in for the winter."

At about the same time that Andy Lang was playing the first bass, Gene Caudill spotted his deer, a doe, grazing at the edge of a clearing.

Early that morning Gene had decided to range through the forest rather than take a stand and let the deer come to

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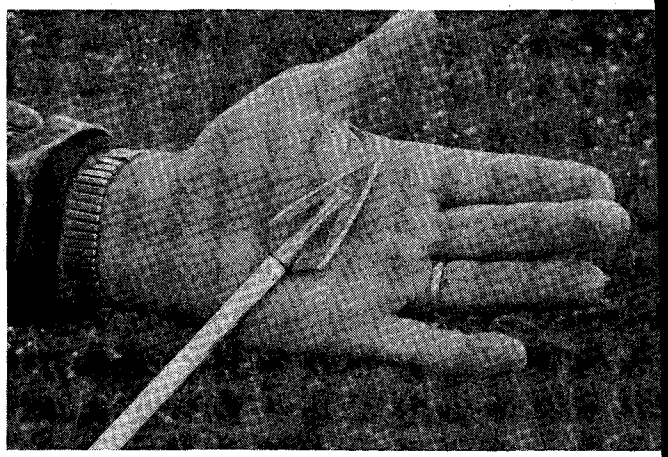
Fishing champ Andy Lang proudly displays his first smallmouth. On light tackle, the fish put up quite a battle.

From the left, Don Neer with his 8-point buck, Andy Lang, and Gene Caudill with the deer he downed after a classic stalk.





Here's an example of just how close a bow hunter can get to a deer if the wind is right and he works very slowly. A deer relies mainly on his senses of smell and hearing to warn him of any impending danger.



The broadheaded hunting arrow is a very lethal weapon. Gene Caudill keeps his arrowheads so razor sharp that he can shave the hair off the back of his hand with no trouble at all.

him. The method had paid off and Gene was less than 150 yards away from his unsuspecting quarry.

Now came the real test of a bow hunter. For a rifleman, the range of 150 yards would present no problem, but for an archer, a shot of half that distance was out of the question.

Gene must work in close to his target, all the while staying downwind of her so she couldn't pick up his scent. Now there could be no quick movements or snapping of twigs. Anything out of the ordinary and the deer would spook.

Gene was wearing a camouflaged hunting outfit and as he crept stealthily forward he simply melted into the trees. From 20 yards away he could not be detected.

For 25 breathless minutes Gene silently stalked his deer. All the while it grazed along the edge of the clearing, oblivious to the impending danger. Later the guide was to say that this was the finest stalk he had ever witnessed.

Finally Gene worked his way through the trees, coming to the edge of the clearing within 30 yards of his quarry. The hunting bow assumed a sharp bend. An arrow hissed through the stillness and the deer hunched its shoulders. It ran for 40 yards before going down. Gene approached and put another arrow into the deer to make sure it wouldn't get up.

We crowded around to congratulate him on his fine stalk and kill. "This is my first deer," Gene said with a grin. "I'm glad the stalk took as long as it did. I needed the time to steady my hand and slow my pounding heart."

Back at camp the champs displayed their bags and swapped tales of the day's experiences. There was the usual horseplay and good fellowship that prevails in camp after the sportsmen have scored.

Andy and Gene spent the rest of the weekend fishing, bow hunting for fox, beachcombing, and generally drinking in the beauty of the island.

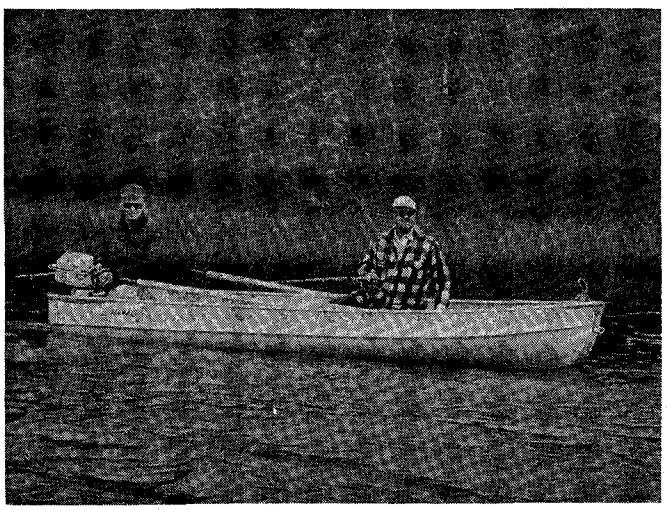
Sunday afternoon, as the light plane headed back to the mainland, the champs gazed down for one last look at the patch of green velvet which had given them so many newly-harvested memories.

At the Traverse City airport, Andy Lang and Gene Caudill shook hands and parted—heartily agreeing that they had experienced "one damn fine time" that weekend.

As two airliners winged their separate ways across the sky, a deep sea fisherman from Connecticut and an archer from Kentucky each carried home with him a special affection for a jewel-like wonderland in northern Michigan known as North Manitou Island. ■■



Gene Caudill takes aim in the forest of North Manitou. Wearing his camouflage-suit, he simply fades into the leafy background.



Bill Laurent, left, of the Shakespeare Co. and champ Andy Lang work the shallows of Lake Manitou with ultra-light spinning tackle.

Winter Sport—San Diego Style

At the mere mention of "winter sports", most people conjure up visions of ski slopes, frozen ponds and warming drinks. However there are portions of this country where, for better or for worse, the icy breath of Old Man Winter never blows.

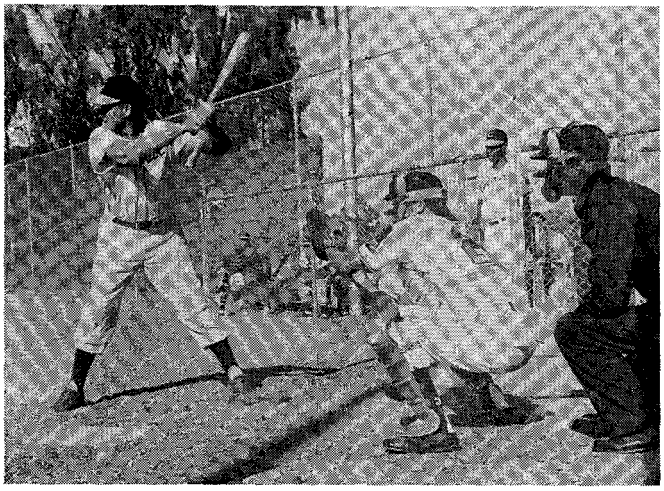
What do employees in such sun-blest areas do for recreation during the winter months? Generally they engage in the same sports that are played in the summer. Only in the winter they compete with an added zest; knowing that similar activities are denied their fellow workers to the north.

Take San Diego, for instance.

While most of the nation huddles around the fireplace or ventures out in the snow only to reach the nearest field house or gymnasium, San Diego industrial workers enjoy the peak of their baseball season—the annual San Diego Recreation Department Winter Baseball League.

Conducted by Ralph Smith, San Diego's director of municipal athletics since 1946 and one of the leaders of the city's potent Industrial Recreation Council, the winter baseball league is about 80 percent industrial. However, there are no requirements that teams be 100 percent from the same plant.

Play in the three divisions begins around mid-October and continues virtually all winter, since even in southern California rain postpones competition on a few Sundays. Teams hail from all sectors of San Diego County and willingly travel up to 50 miles each week without complaint.



Play is fast, since the American Division allows five professionals on each team and the Industrial loop allows any number of pros as long as they have not played professional ball during the current year. The National Division is strictly amateur but includes some of the area's top high school players, who sharpen their talent for the school campaigns in the spring.

Each team pays an entry fee of $20, which is used entirely for purchasing trophies, and a fee of $7.50 per game for officials. At the end of the season a banquet is held at which trophies are presented and winning teams honored.

The chance to play ball in the winter undoubtedly accounts for the many major league players produced in San Diego. The list could go on indefinitely, but one name might mean just as much. Ted Williams, the Splendid Splinter, developed out of San Diego's Recreation Program and its year-around sandlot baseball schedule.

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NIRA Newsletter

NOVEMBER 1965 ©1965 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION VOL. 23, NO. 9

Sacramento Will be Site of the 1966 Western Region Conference

"Recreation '66—A Time for Progressive Action" is the theme of the sixteenth annual Western Region Conference of the National Industrial Recreation Assn., which will be held Feb. 25-27, 1966, at the Hotel El Dorado, Sacramento, Calif.

Chairman Von Conterno, Aerojet-General Corp., Sacramento, announced that the event was open to all interested parties from NIRA's Region Seven, which encompasses the states of Washington, Oregon, Idaho, California, Nevada, Utah, and Arizona.

Some of the topics to be covered at the conference include: "Industrial Recreation and the Community," "The Short Work Week," "The All Plant Picnic," and "The Retired Employee."

During the course of the conference, exhibitions of fencing, gymnastics, judo, and weight lifting will be presented by members of the Aerojet-General Recreation Assn.

A number of guided tours have been arranged for the off hours. These include: The wineries of the Napa Valley; the State Capitol; and selected Sacramento recreation facilities. There will also be a golf tournament for the delegates.

Don Neer Elected President of FNPOR

The Federation of National Professional Organizations for Recreation elected Don L. Neer, NIRA's executive director, as president of their organization for the coming year. The honor was bestowed on Neer during their meeting at the National Recreation Congress in Minneapolis, Oct. 2-5.

Neer succeeds Milo Christiansen, superintendent of recreation for Washington, D. C., as president. The new vice president will be Julian Smith of the Society of State Directors of Health, Physical Education, and Recreation. Jackson Anderson, assistant executive secretary of the American Assn. for Health, Physical Education, and Recreation, continues as secretary-treasurer.

Chuck Bloedorn, Goodyear Rubber Co. and president of NIRA, addressed a student group at the convention on the advantages of a career in industrial recreation. After his talk, many of the students asked Chuck about the possibilities of industrial recreation as a livelihood.

Prominent Recreational Leader Jay B. Nash Dies

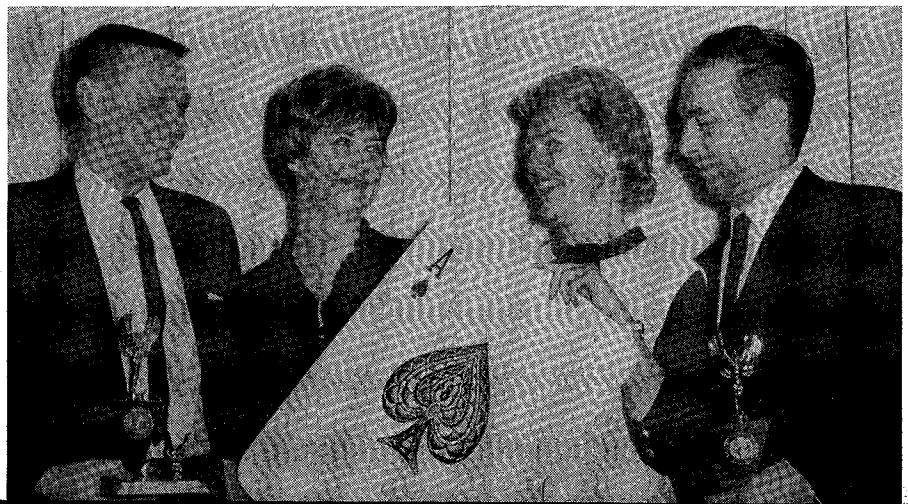
Jay B. Nash, 78, distinguished physical educator, recreational leader, author,

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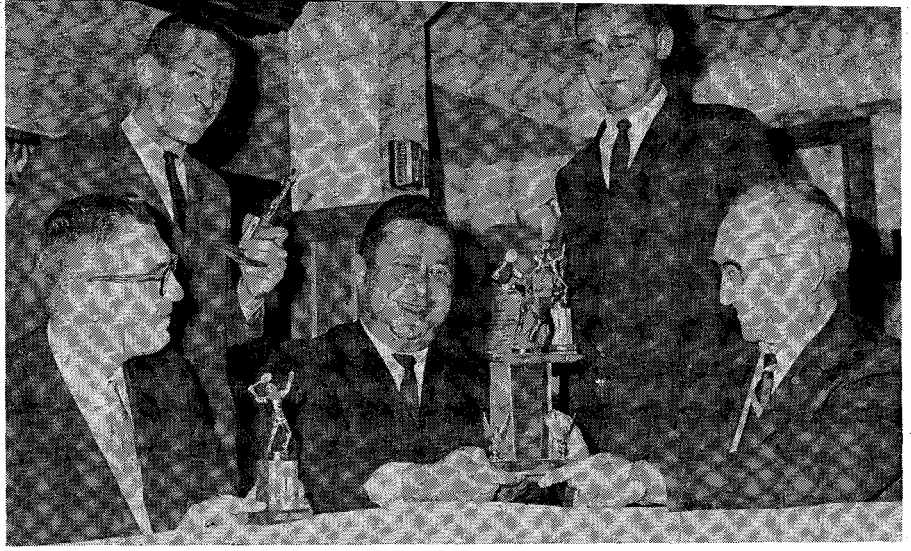
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DEADLINE FOR ENTRIES in the 1966 National Industrial Bridge Tournament is fast approaching—Jan. 31, 1966. Competition on local levels may be conducted on any day during the month of February, 1966. Pictured above are the winning pairs of the 1965 tournament held in Chicago last March. From the left: Mr. and Mrs. Elmer J. Dryer, North American Aviation, Downey, Calif., and Mr. and Mrs. Dorsey W. Brooks, Fisher Body Div., GMC, Detroit. NIRA and Whitman Publishing Co. will host these couples on an expense-paid cruise to the Caribbean next January. Write NIRA headquarters for complete details on how to enter the 1966 tournament.



and teacher, died September 20, 1965. During the period 1919-1926, Dr. Nash was successively teacher, superintendent of recreation for Oakland, Calif., and director of physical education for the State of California.

Dr. Nash authored some 15 books in the fields of recreation, physical education, and health. He was chairman of President Roosevelt's committee on Community Service Problems during the mid-1930's, and he also served on the physical fitness and recreation committees for the Armed Services during World War II. In 1961-62, Dr. Nash was an associate on the staff of the Federal Outdoor Recreation Resources Review Commission.



A team from Minneapolis-Moline Inc., Hopkins, Minn., took top honors in the Twin City Industrial Tennis League for 1965. Presenting trophies to the members of the winning team was Mike Brecka, M-M Director of Sports, Recreation, and Activities. From the left: Mike Fleming; Ron Joranko; Mike Armajani, team captain; Bob Bregenzer; and Brecka. Al Zwieg, the other member of the team, was not present when the picture was taken.

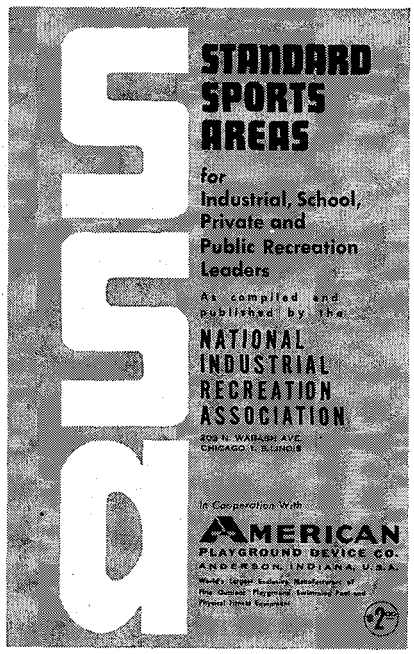
NIRA Welcomes 19 New Members Into the Fold

Since the last membership report in the September issue, the following companies have joined the ranks of NIRA:

Company Members
Aerospace Emp. Assn. (A)
Uniform Tubes, Inc. (AA)
Marbon Chemical Co. (B)
Johnson & Johnson (A)
Hq., U.S. Marine Corps (AA)
Barber-Colman Assn. (B)
North American Van Lines (AA)
Fisher Body Div. (D)
Pérmacel (A)

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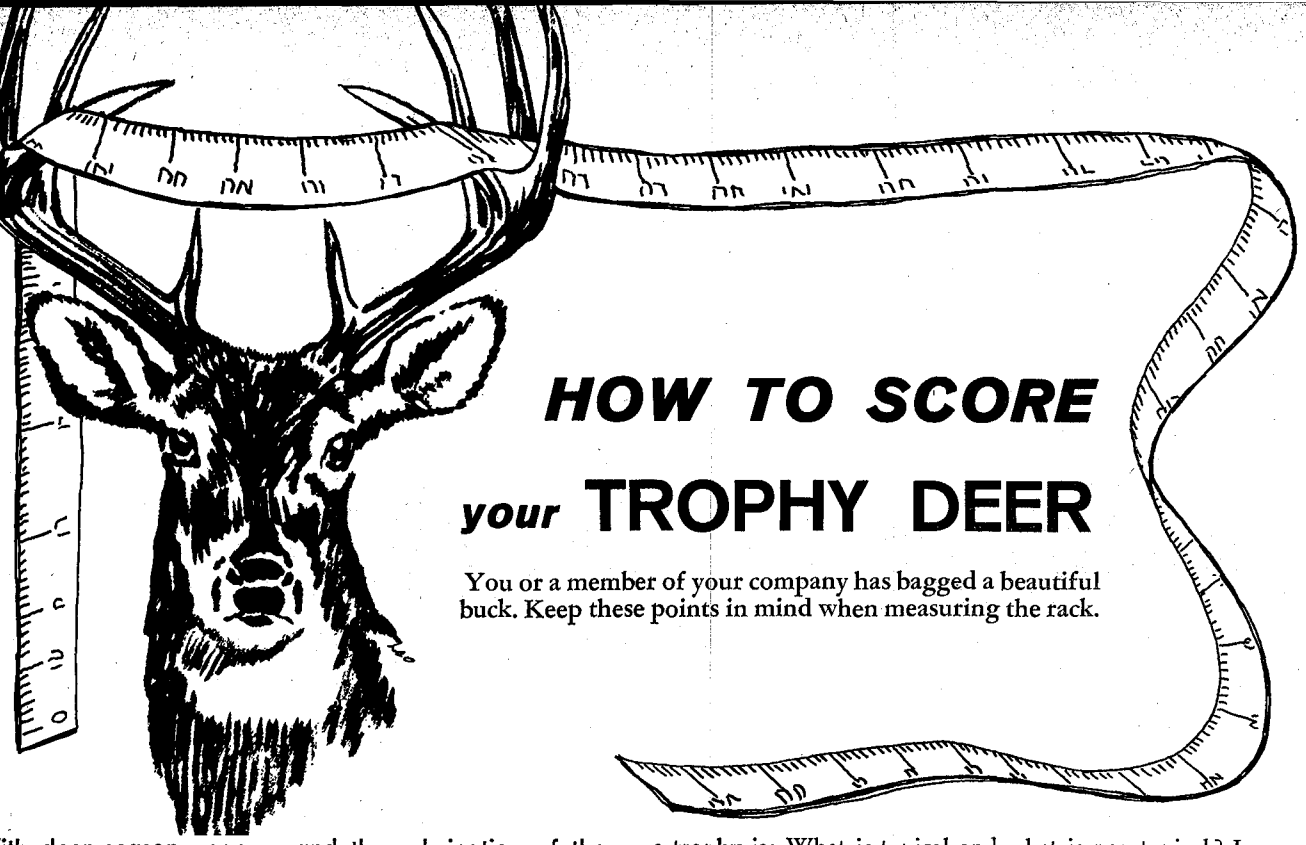
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HOW TO SCORE your TROPHY DEER

You or a member of your company has bagged a beautiful buck. Keep these points in mind when measuring the rack.

With deer season upon us and the culmination of the NRA-NIRA 1964-1965 Deer Trophy Tournament approaching (deadline for entries is December 31, 1965), R/M thought it would be appropriate to print an article on how to measure a deer trophy. The following pointers were contributed by A. C. Labrie, conservation director of the National Rifle Assn. of America.

The official scoring system of the Boone and Crockett Club was established in 1949 to provide a means of arriving at a sound comparison of trophies. The system is now the world-recognized standard of measurement for ranking all North American trophies.

Before the official system was introduced, there was no widely accepted method for comparing trophy animals. Many systems were used; points were counted, or length of the main beam was measured, or spread was noted. In many areas, weight of the animal determined trophy quality.

Body weight is a poor factor for qualification of a trophy because the size of deer varies with age and in accordance with the quality and quantity of forage available to the herd. When an animal is bagged, it can not ordinarily be brought out, whole, to a place where accurate measurement of weight can be made. Also, it is impossible to verify the weight a year, or even a month, later. The official system is based on a constant factor which may be checked next year or twenty years from now—the precise measurement of the antlers.

Under the Boone and Crockett system, the method and principles involved in measuring trophies do not differ greatly from one antlered specie to another. The system is based on the measurement of the length of the antler beams and points as well as the measurement of the circumference at specific places and the determination of spread.

Usually a person's first contact with the official chart used for scoring the trophy brings deep frowns and grave doubts about ability to measure the trophy. However, if the instructions are read carefully, no trouble should be encountered with completely normal (typical) heads. It is only with freak (non-typical) heads that problems may arise.

The first question which will come up when measuring a trophy is: What is typical and what is non-typical? In general, the rack should be symmetrical. Non-symmetry is not necessarily non-typical, but if a point is non-typical in location, it must be scored as abnormal.

In measuring the whitetail deer, it must be remembered that normal points grow up from the main beam and there may be from four to eight points on each antler. Any forking or branching of the points is non-typical.

Typical mule deer never have more than five normal points on each antler. This includes the beam tip which is counted as a point but not measured as one because it is included in the length of the beam itself. Any forking or branching of the points is abnormal.

Following are some important things to keep in mind when scoring a deer trophy.

To qualify as a point, a projection must be an inch or more in length. Projections shorter than an inch or shorter than the length of their bases do not qualify as points.

Main beam measurements should begin at the burr hairline and follow the longest contour (usually outside) to the tip. Points should be measured along the longest contour.

Never saw the antlers in two or break out the antlers from the top of the skull.

All measuring must be done with a flexible steel tape. A quarter-inch steel tape is handled most easily.

When in doubt as to whether your trophy rack should be entered as typical or non-typical, score it both ways then choose the score that gives the higher ranking in either class.

If you haven't done so already, write to NIRA for entry forms so that employees of your company who bag a buck this season can participate in the current tournament. NIRA will send back a complete set of rules on the tourney, including instructions on filling out the official Boone and Crockett rating forms on which eligible typical and non-typical whitetail and mule deer are logged.

The National Rifle Assn. is making available a beautiful deer lapel pin and certificate to company champions. The best overall rack in the tournament, in the opinion of the judges, will win an antelope hunting trip in Wyoming.

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Olin's Westerners Win NIRA Skeet Invitational



Above, jubilant high gun, Bob Dubree (left) of Olin's Westerner Club is awarded Winchester Model 1400 by Don Neer, NIRA's executive director. Below, one of the competitors assumes "ready" position for international style shooting.



A smoothly-functioning team from the Westerner Club of Olin Corp., East Alton, Ill., shot its way to victory in the First Annual Industrial Invitational Skeet Championship, held Oct. 10 at the beautiful Hilldale Shooting Fields just outside of Chicago.

The championship, a 5 team event, was co-sponsored by NIRA and Winchester Franchise Operations.

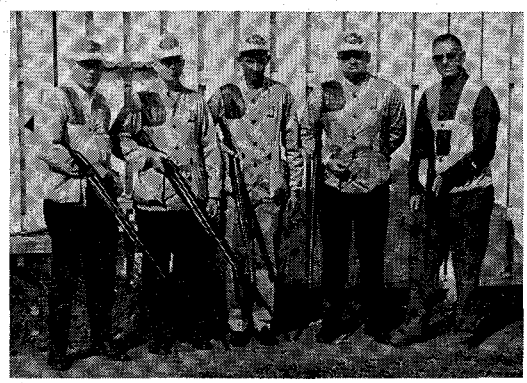
The Westerner team fired an excellent 232 to nose out the Olin Corp. team from New Haven, Conn., which had a 227. Third in the standings was the Mars Candy Co. team from Chicago with 211. Rand McNally of Skokie, Ill. was fourth with 195 and Chicago Rawhide fifth with 156.

The top two teams will receive a weekend game and target shoot at Nilo Farms in southern Illinois, courtesy of Winchester Franchise Operations.

Even with a fine score of 232, the Westerner team was disappointed over its performance. Just before the competition, the team had registered a phenomenal practice round of 123 out of a possible 125 clay targets.

High gun for the afternoon was Bob Dubree of the Westerner Club, who won a dramatic shoot-off from Jim Moravech, an alternate on the Olin team from New Haven. The two men had identical scores of 25-24—49 after the completion of regulation competition. In the ensuing shoot-off, tension ran high and Dubree emerged the victor

continued on next page



The Westerner Club team of Olin Corp., East Alton, Ill., Industrial Invitational Skeet Champions for 1965. The team members and their scores, from left to right, are: Don Gilkinson, 23-22—45; Charles Zirges, 24-22—46; Bob Dubree, 25-24—49; Gary Miller, 23-24—47; and Howard Gebelein, 23-22-45.

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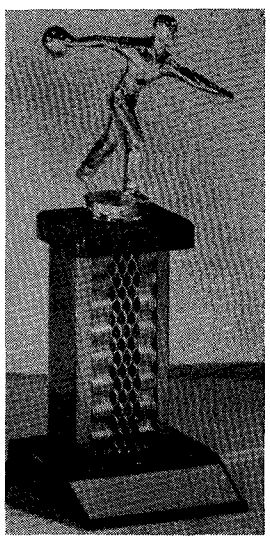
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continued from page 17

with 22 clay targets downed to Moravech's 18. As high gun among the competitors, Dubree received a Winchester Model 1400 Skeet Gun.

The meet was set up so that the teams would fire one round of regular skeet and one round of international style. When firing international style, the competitor must have the gun butt touching his hip as the clay pigeon is released. This is the style used in the Olympics and, encouragingly enough, it is growing in popularity with American shooters.

NIRA Pistol Champion Competes at Camp Perry

As part of his award for being the nation's top industrial pistol marksman for 1965, Buddy Lindsey, Union Bag-Camp Paper Corp., Savannah, Ga., traveled to Camp Perry, O., this summer to compete in the National Pistol matches.

At Camp Perry, Lindsey fired with the Reserve Expert group and came in 49th in his class with a cumulative score of 2,378-46.

To earn his trip to the national matches, Lindsey outgunned 335 other pistol marksmen in the 1965 NIRA postal tournament.

Healthful Hunting Tips From the Heart Association

The American Heart Association offers these tips for taking care of your heart while hunting:

1. Before going on a hunting trip, have a complete physical examination. The doctor can often suggest ways you can pace yourself without putting a strain on your heart.

2. If you have a heart condition, take at least one member of your party into your confidence. Tell him what medicine you take, how it's given and the symptoms which indicate the need for medication. He should know which pocket you keep it in, and the container should carry clearly typed instructions.

3. When you've downed your deer, let it lie until you can get a couple of able-bodied men to help you carry it out. If you have a heart condition, let them do this job without you.

4. Get a good rest—preferably a full night's sleep—before you set out to hunt.

5. Hunt with a companion.

6. If you're hunting at a higher altitude than you're accustomed to, go a few days early. This will give your heart time to adjust to the lower oxygen content of the thin air before the stresses and strains of physical exercise are added.

7. Don't get overly tired; rest as often in the field as you have to.

8. Choose lightweight but warm clothing to lighten your carrying load.

9. Know simple first-aid rules.

10. Be moderate in your eating and drinking.

NIRA Rifle Champ Makes Cover of Guns Magazine

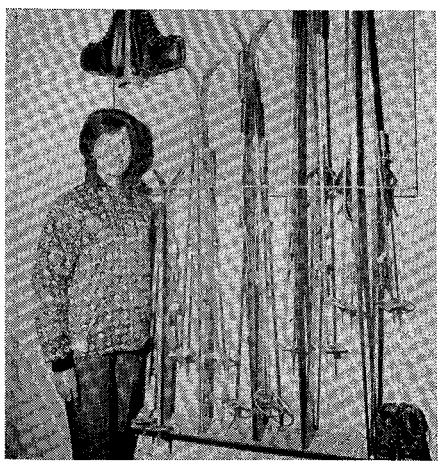
Bob Utter's mountain lion hunt in Utah, last February, is the cover story of the November 1965 issue of *Guns* magazine.

Utter, an employee of the Boeing Co., Seattle, received the prize trip for being the top industrial rifleman in 1964. The story of the hunt appeared in the April 1965 issue of R/M.

The *Guns'* cover is in color and shows Bob on top of a rocky crevice, staring down at the big cat.

The 1965 NIRA rifle champion, Denny Wu of Ford Motor Co., Ann Arbor, Mich., receives as his award an expense-paid trip to the Black Boar Ranch at Montour, Ia., to hunt the rugged European Wild Boar. Watch for the full story on this hunt in an upcoming issue of R/M.

SKI STORAGE RACK



A newly designed rack for safe storing of skis and poles has been announced by Safe-Stor, 179 Castle Hill Rd., East Aurora, N.Y. A spring-loaded nylon cord holds up to 5 pairs of skis and poles of any size snugly and safely, protecting against damaging accidents. It can be mounted wherever desired with a hammer and screwdriver. The storage rack sells for $10.00.



LET'S TALK TRAVEL

NEWS AND VIEWS ABOUT ORGANIZING AND RUNNING EMPLOYEE GROUP TRAVEL ACTIVITIES, INCLUDING SHORT AND EXTENDED TOURS AND CHARTERS TO FOREIGN AND DOMESTIC POINTS OF INTEREST

This Winter Organize a Ski Weekend

The dream of every ski enthusiast is to be able to spend each day of the winter out on the snowy slopes and the ensuing nights joined in the comradeship of fellow enthusiasts around a roaring fire in the main hall of some ski lodge.

Alas, only a fortunate few may so indulge themselves the whole winter through. The rest are mainly occupied with more prosaic attention-getters—namely home, family and job. To the large majority of skiers who fall in this second category, the highlight of the winter season is the ski weekend, or better yet if there is time, the ski vacation.

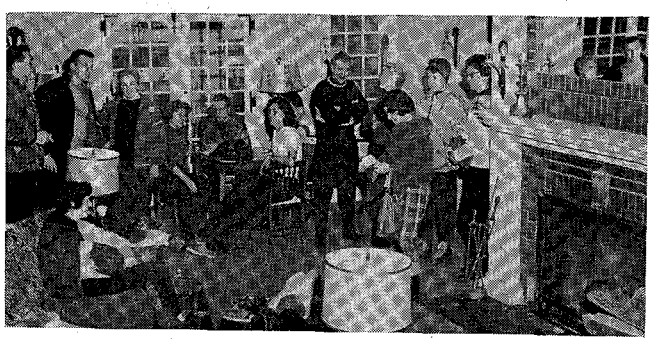
Bob Benn, recreation director at Grumman Aircraft Engineering Corp., Bethpage, N.Y., appreciates how many avid followers this fastest growing of all the winter sports has, and for the past 10 years the Grumman Athletic Assn. has been offering a comprehensive ski program to the employees.

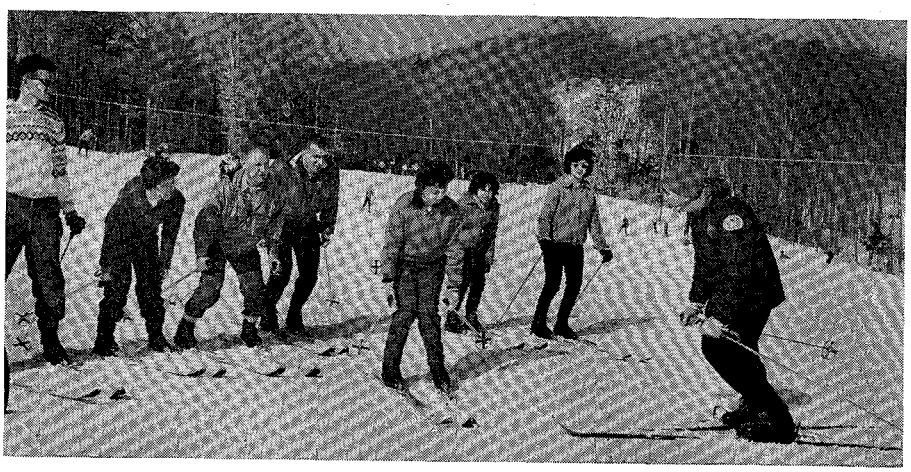
On the average, Grumman schedules two ski weekends a season. To insure good turnouts for them, Benn starts his promotion early. As the first snow begins to fly, blurbs on the upcoming ski weekends appear with increasing frequency in the company paper. Company bulletin boards also alert employees to the facts.

Going one step further, Benn has instituted a pre-season ski conditioning course for Grumman personnel. The course consists of three hour-long sessions held in the plant cafeteria.

The first two sessions are devoted to conditioning exercises to prepare legs and ankles for the ski slopes. Schedules of exercises to awaken other dormant muscles are distributed for use at home and everyone is strongly urged to exercise faithfully so they can enjoy the ski

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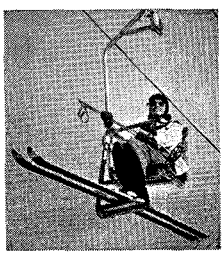
(Left) Grumman employees gather in the main hall of the Colonial Arms at the beginning of their ski weekend. (Below) Everyone is out on the slopes the first thing in the morning. There are free ski instructions for those who need them.

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continued from page 19
weekends to the utmost.

The third pre-season session concentrates on ski techniques and care of equipment. Demonstrations cover walking on skis, changing direction, proper balance and position, use of release bindings and ski poles, and tips on safe skiing and ski etiquette.

Bob Benn attributes a large measure of the ski program's success to this pre-season conditioning course.

After everyone involved has been conditioned, both physically and mentally, then it is time for the big ski weekend.

The destination is usually some ski area in upstate New York, which can be reached in a reasonable amount of time.

The trip is conducted by a local ski outfit which specializes in such weekends. They supply the transportation, lodging and expert ski instructors. The Grumman Athletic Assn. handles the reservations and makes all room assignments. The level of participation on such a trip usually ranges between 60 and 80 people.

Here is the schedule for a typical Grumman ski weekend at the Colonial Arms in Warrensburg, N.Y.

The group assembles in the plant parking lot at 5:30 Friday afternoon for departure by bus. Upon their arrival at the lodge, they are given a midnight snack. Then, with rooms assigned, it's off to bed.

The skiers are up early Saturday morning to take full advantage of the snowy slopes which surround the lodge. There are ski runs suited for everyone from the expert to the raw beginner. Also there are free ski instructions for those who need them.

Anyone tiring of the slopes can take a dip in the indoor swimming pool, do a little ice skating, or bowl a few frames. Most people, however, stay on the hills until the last light fades.

Saturday night features a cocktail party and a big smorgasbord dinner. Afterwards, for those who have the strength, there is dancing. More likely, everyone gathers around a crackling fire in the main hall for socializing and a songfest.

Sunday finds the Grumman skiers out on the slopes for another day's sport.

At 5:30 Sunday afternoon, with skis, poles and other gear all packed on the buses, the group departs for home. They have dinner at a restaurant on the way. Midnight finds the tired-but-happy group back at the Grumman parking lot in Bethpage, their hunger for skiing satiated for a time.

But shortly the questions will start again. "When are you going to organize another ski weekend for us, Mr. Benn? The last one was great!"

This year Grumman ski enthusiasts are even more excited than usual about the approach of winter. Bob Benn has added a ski trip to Aspen, Colo. to the program. People have been saving for this one since the trip was announced.

As a direct result of the ski program, a group of employees have formed a ski club which now numbers over 100 members. In addition to the ski trips sponsored by the Grumman Athletic Assn., the club organizes trips every other weekend and at present is looking for property on which to build a ski lodge of its own.

The typical ski weekend combines invigorating outdoor sport with the hearty conviviality of evenings spent singing in the firelight. It can be one of the high spots of any company's winter recreation schedule.

Hilton lets you in on the twelve secrets that put sunshine and sparkle in group travel plans

Caribe Hilton, San Juan, Puerto Rico. On sweeping beach between old and new San Juan. 17-acre estate. 2 swimming pools. Tennis courts.

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Jamaica Hilton, Ocho Rios. Gem of Jamaica's beautiful North Shore. Swimming pool. Tennis courts. Golf available.

Trinidad Hilton, Port-of-Spain. The upside-down hotel, overlooking Port-of-Spain and the sea. Two swimming pools. Tennis and golf available.

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Guadalajara Hilton, Mexico. An oasis of modern comfort in a beautiful Mexican colonial city. Swimming pool. Bowling. Golf and tennis available.

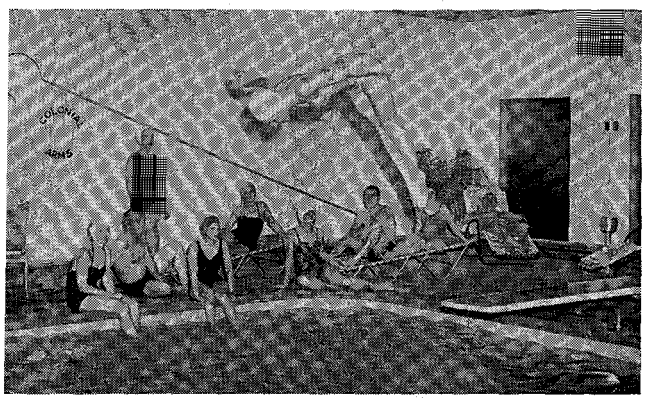
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There are other things to do on a ski weekend besides ski. (Above) Some of the Grumman personnel enjoy the indoor pool. (Below) After a full day on the slopes, these skiers enjoy the bountiful smorgasbord dinner included in Grumman's ski weekend.





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POSITIONS WANTED

Young man with B.A. in recreation from Mankato State College seeks position as director or assistant in recreation field. Has 1 year of experience as physical activities director in state hospital. Will be available Jan. or Feb. 1966. Salary, $6,800.
Box #147—RECREATION MANAGEMENT

Young man with B.S. in physical education from Springfield College (Mass.) seeks administrative position in recreation field. Five years experience in Y.M.C.A. programs. Single. Salary, $6,500.
Box #146—RECREATION MANAGEMENT

Man with extensive experience in recreation administration and coaching on both college and service levels seeks position as director of large industrial recreation program. M.A. in administration and recreation from Columbia University. Married, 4 children. Salary, open.
Box #145—RECREATION MANAGEMENT

Young man with B.S. in recreation from U. of Southern Mississippi seeks position as recreation director. Experience in city recreation. Married, 1 child. Salary, $5,100.
Box #144—RECREATION MANAGEMENT

Young man with 5 years experience in high school coaching and community center work seeks position as director of recreation/athletics in Midwest. B.A. in education from Colorado College. Married, 3 children. Salary, open.
Box #143—RECREATION MANAGEMENT

Young man with 3 years experience as director of a Y.M.C.A. recreation program seeks position as director of an industrial recreation program. B.S. in physical education from Mankato State College. Married, no children. Salary, $8,000.
Box #142—RECREATION MANAGEMENT

Young man with B.S. in business administration from Grove City College seeks position as recreation director in industry. Experience includes four years as high school teacher and coach. Married, two children. Salary, open.
Box #141—RECREATION MANAGEMENT

Man with B.S. in education from Univ. of Wyoming seeks position as director of recreation/athletics in industry. Experience includes six years municipal recreation. Married, four children. Salary, $7,200.
Box #140—RECREATION MANAGEMENT

Man with M.S. in recreation from Indiana U. seeks position as employee services administrator. Experience includes being superintendent of parks and recreation for several municipalities in Midwest. Married, two children. Salary, $9,600.
Box #139—RECREATION MANAGEMENT

Young man with two years of college (no degree) seeks position on industrial recreation staff. Experience includes being playfield and swimming instructor. Married, no children.
Box #138—RECREATION MANAGEMENT

1961 Purdue graduate with B.S. in recreation seeks recreation and/or personnel work in industry. Has 15 months experience with a county recreation department. Married, no children. Salary, above $6,200.
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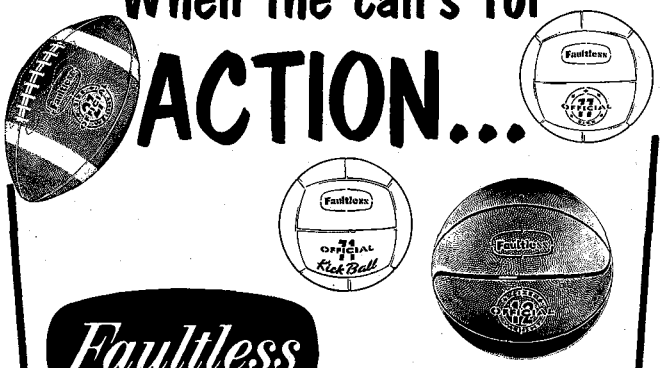
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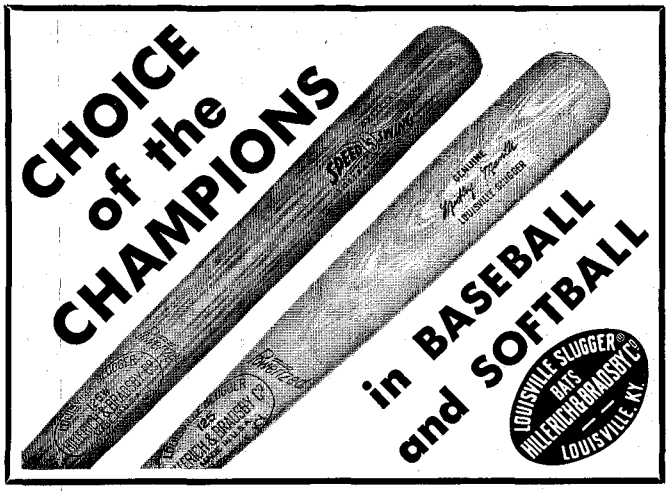
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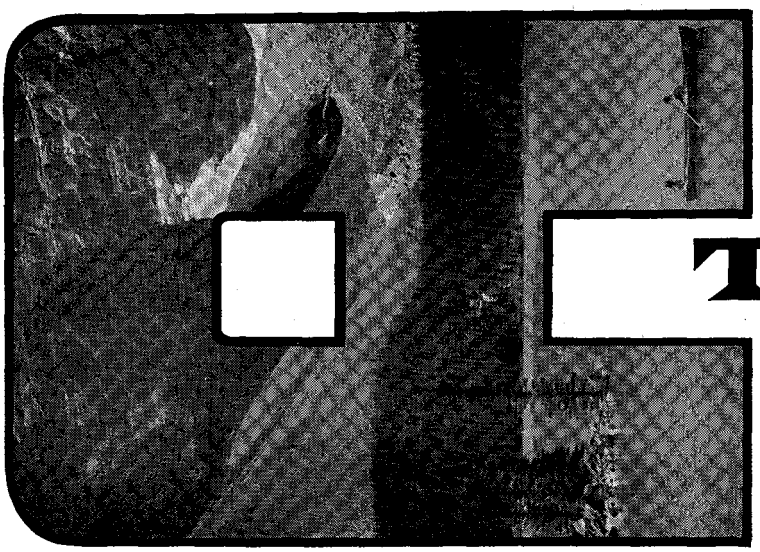
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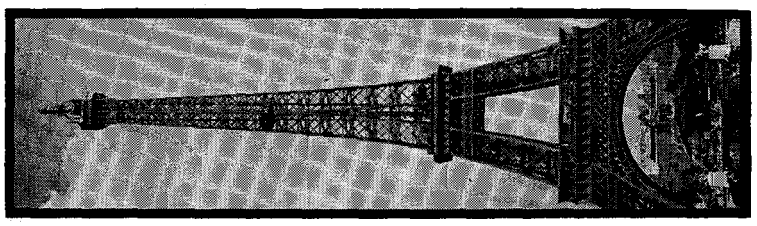
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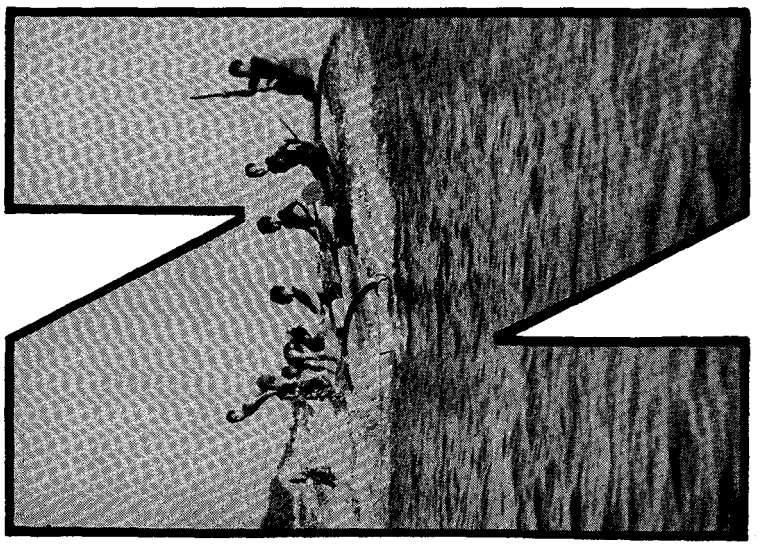
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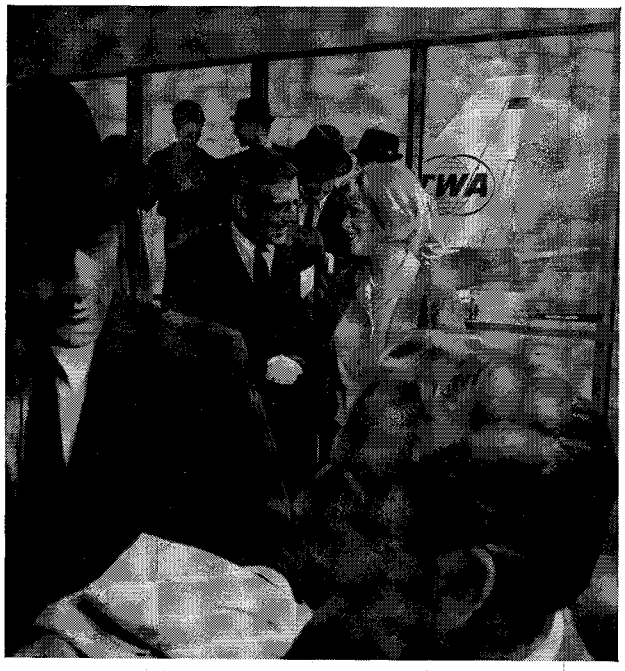
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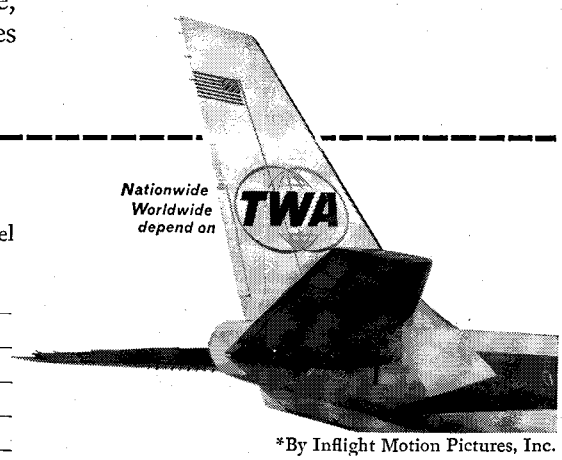
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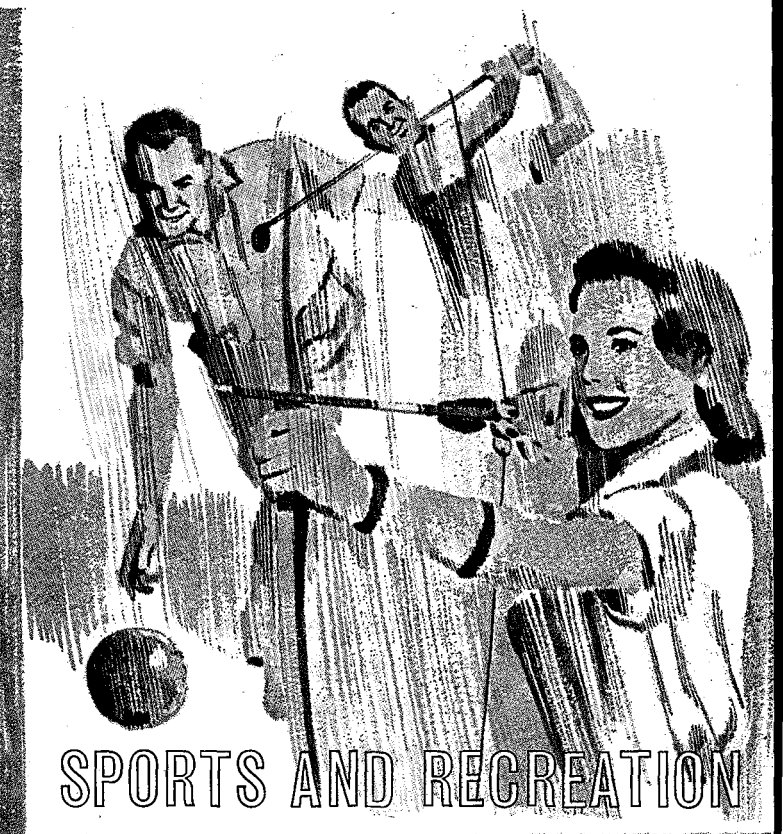
THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

EMBER • 1965

THE THREE WORLDS OF THE INDUSTRIAL RECREATION DIRECTOR



TRAVEL



SPORTS AND RECREATION



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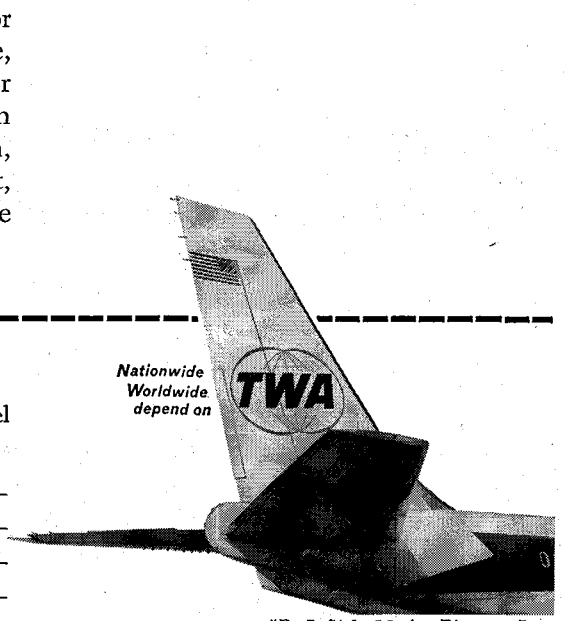
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The "three worlds" of the industrial recreation director—group travel, sports and recreation, and parks and maintenance—are depicted on this month's cover. The cover was designed by Leo Rotelli with Dick Mlodock doing the illustration.

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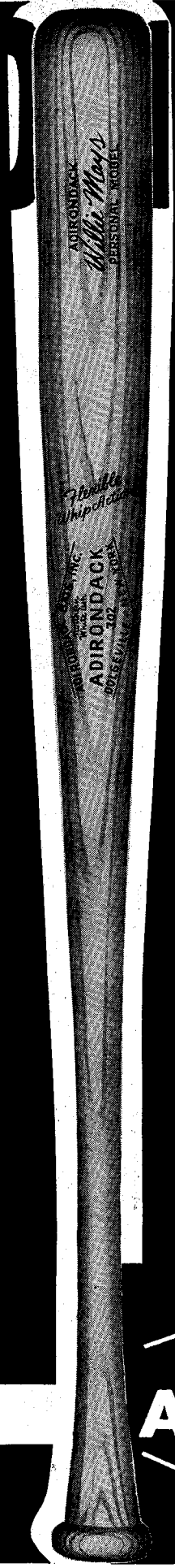
NEXT MONTH: Industrial Group Travel will be highlighted in the January-February issue. Included will be a special itinerary planning check list, profiles of NIRA Travel Council members, plus an exclusive story on the in's and out's of group travel in Europe, written on the spot by Jim Berry, on special assignment by R/M.

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TUSKER'S LAST STAND

It was gun against tusk when NIRA's rifle champion tangled with that ever-dangerous quarry —the European Wild Boar

by Al Archbold

Rifle champ Denny Wu poses beside his "magnificent brute" —a 300-lb. tusker that required two well-placed .30-06 slugs to put down for good.

Throughout the ages, the Wild Boar has been considered one of the most prized and ferocious of big-game animals. The rugged beasts have been hunted by German emperors in the gloomy depths of the Black Forest and by Mogul rulers in the dusty sunlight of the Punjab. In Greek mythology, the Caledonian Boar ravaged the countryside until Atalanta, a mere wisp of a woman, dispatched it with an arrow. Not every hunter has been so fortunate. Men hunting on horse have lost their mounts to a charging boar and they, themselves, have sometimes been mortally gored.

Originally, wild boar ranged from the British Isles across Europe and on into India. Throughout most of its natural habitat, the boar has been hunted to extinction. Only in isolated pockets has it managed to survive in any numbers.

Hunting boar in the Middle Ages was done on horseback or afoot, depending on the terrain. Sometimes boarhounds were used to bring the animal to bay. The most common weapons were spears, arrows and lances. Today, the high-power rifle has replaced most of these hunting methods.

Some far-sighted men, recognizing the sporting qualities of the wild boar, have imported a number of these animals into the U.S. Some have bred with the half-wild razorback hogs of the southeastern states and an entirely new strain has been created. Others have been kept apart on fenced-in shooting preserves by men who desire to see the true European Wild Boar survive in the Western Hemisphere.

Such a man is Arlo Hinegardner of Montour, Iowa, who owns two purebred herds of wild European Black Boar. Arlo's main business is the North Star Fish Hatchery, largest in Iowa, located seven miles outside of Montour. But since he became interested in wild boar, he has fenced in 200 acres of wooded and rolling land adjacent to the hatchery and in this area has turned loose a herd of boar. Hinegardner also owns the Black Boar Ranch, a 600-acre preserve outside of Dover, Arkansas, where his other herd prowls the wilderness. On these two pieces of land, people pay to hunt the same vicious quarry once sought by the kings and heroes of long ago.

A fine specimen of a European Black Boar is indeed a fearsome sight to behold. At first glance, it appears to be all tusks, head and shoulders. Not being bred for meat, it is slimmer and much more muscular than the domestic hog. The legs are long, the coat is usually black or dark gray, and a distinguishing crest or mane of long upright bristles runs from the nape of the neck down the back. The animal can weigh considerably above 300 pounds. The tusks, for which the boar is so justly famous, may attain a length of five inches or more. Since the tusks of the lower jaw continually wear against those of the upper jaw, both pair are razor sharp. The main use of the tusks is rooting up food, but when a boar is cornered or wounded, these are the weapons upon which he relies to defend himself. And to a boar's way of thinking, a good offense is the best defense.

At this point in the story enters T. Y. "Denny" Wu, the National Industrial Rifle Champion for 1965. As an award for his championship performance—197 out of a possible 200 points—Denny received a boar hunt on Arlo Hinegardner's Iowa preserve.



"This makes it official," says Don Neer, NIRA's executive director, as he presents Denny Wu of Ford Motor Co. with a certificate which proclaims him the National Industrial Rifle Champion for 1965.

Denny has won the rifle championship twice before—in 1961 and 1963—and both times was awarded a deer hunting trip to North Manitou Island in Michigan. This time he would be going after a dangerous animal which could dish it out as well as take it.

An employee of Ford Motor Co., Ann Arbor, Mich., Denny is the fuel injection expert for the red-hot Lotus-Ford racing team. He was on the job in the pits when Jimmy Clark, piloting a Lotus-Ford, won this year's Memorial Day "500" at Indianapolis. He travels the racing circuit with the crew, coaxing the last bit of horsepower out of every race car in the stable. It is a demanding job with long hours and plenty of tension, so Denny welcomed the opportunity to do a little boar hunting.

At 135 pounds Wu would be going after boar which would tip the scales at more than double his weight. But Denny has a lot going for him. Namely, one of the surest guns in the nation. Besides being the national industrial champion three times, he has placed very high at the Camp Perry National Championships and, in 1962, he fired for Nationalist China in the Asian Games. He plans to do this again at the 1966 Games in Bangkok. So it looked as if Denny Wu and a wild boar would be quite a match.

A fearless band of five set out from Chicago to test the mettle of the imported tuskers. In addition to Denny, there were Newt Rickman, sales rep for the Sherman House of Chicago; Don Neer, executive director of NIRA; Leo Rotelli, art director for RECREATION MANAGEMENT; and myself. Intrepid hunters, all.

We stopped for the night in Homestead, Iowa—one of the picturesque Amana Colonies. Gemuetlichkeit and bountiful German cooking were sampled at the restaurant run by Bill Zuber, the old Yankee pitcher. Before dawn we were on the road again covering the last few miles to Hinegardner's —not without a few grumbles about being up before the "damn pigs" were.

Arlo Hinegardner and his son Larry were waiting for us. Larry, it was decided, would guide us in our quest that day. After assembling our rifles, we threaded our way among the various hatchery ponds toward a stoutly-built wire fence. On the other side of that fence was "boar country."

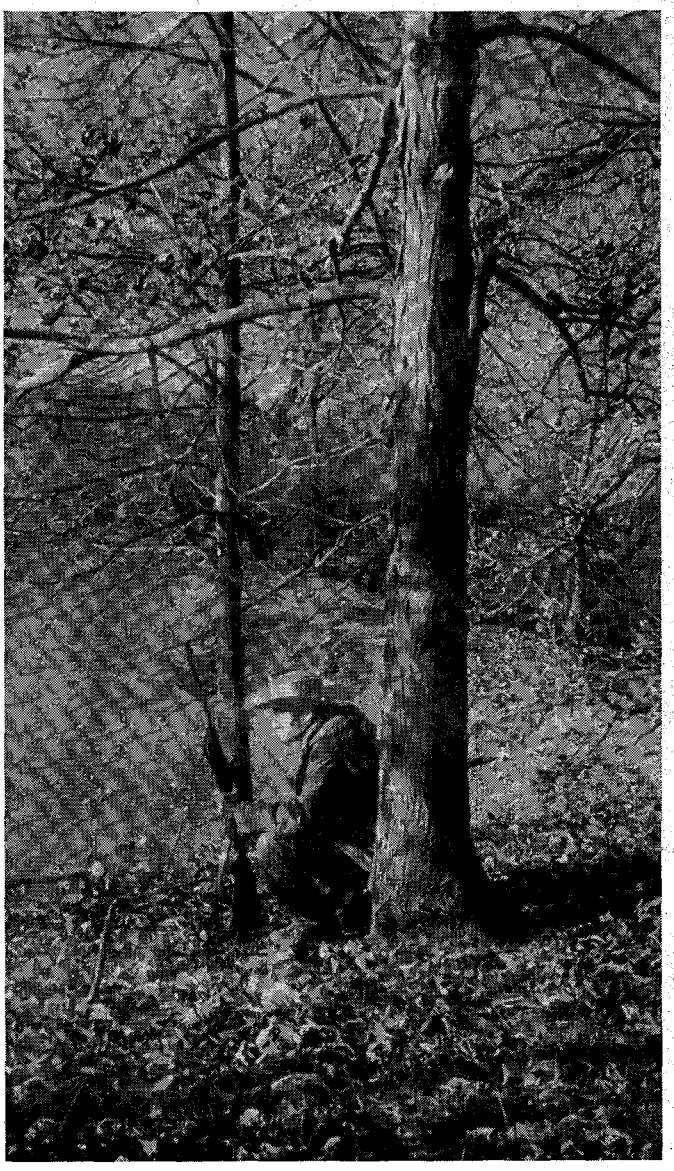
As the gate clanged shut ominously behind us, all the wisecracking ceased. We realized that there was to be some serious hunting ahead.

The week before, Larry had spotted a big one feeding in one of the wooded hollows. Denny and I would take a stand on a ridge overlooking the hollow, while the others fanned out into the woods. If everything went according to plan, Denny would have a good shot at the boar as he broke into the clearing ahead of the men.

The sun's early rays were just reaching the ridge as we settled down and silently waited for our first sight of the fabled wild boar. Neither of us knew quite what to expect. We scanned the edge of the woods, guns in hand. Nothing happened. Finally the men appeared in the clearing, but no boar had emerged before them.

The next area to be covered looked promising, in fact, a little too promising. It was a hilly section of land covered with high, thick brush. It was bounded on the left by a lake and on the right by the fence. Any boar in that cover had a choice of just two directions to go—away from us or straight at us. The heavy brush would allow only a few moments to squeeze off a shot. Leo was carrying a .44 magnum pistol on his hip just in case a boar got too close.

We spread out and lined up abreast. At a nod, the line moved off into the brush. At intervals, there would be a stop to straighten the line and we'd listen for the grunts and snorts of feeding boar. Then, off again. *turn page*



Denny took an early stand on a ridge hoping that the others could drive a big tusker from the woods into the clearing directly below him. This didn't work out, so Denny had to try other tactics.

Numerous hatchery ponds are scattered over the Hinegardner's land. On the other side of this pond lies "boar country."





Leo Rotelli, Larry Hinegardner, and Denny Wu breathe a little easier after traversing some heavy brush country. The boar are especially dangerous in heavy cover, since there is only a few seconds to get off a shot. Note the .44 magnum on Leo's hip—just in case there is any "in-fighting."

Suddenly, as we reached the thickest part of the brush, a rabbit bounded from cover. Denny and I both gave quite a start and had our rifles half way up to the shoulder before we realized it was just a "little ol' bunny." We looked at each other and smiled. That relieved some of the tension.

We came to the end of the thicket and stopped for a break. Not a boar had been sighted. The next spot Larry wanted to try lay behind us. That meant backtracking through the brush again.

No boar was encountered on our second jaunt through the thicket. As we stepped out into more open terrain, everyone breathed easier. Some bantering remarks were made about all the "pigs" having gone south for the winter. Larry just smiled and led us into another field.

The visibility in this field was quite good because of the sparse weed cover. We were approaching the top of a ridge, when Larry signalled to proceed slowly. Gaining the crest, we spotted a herd of eight boar rooting for food about 100 yards ahead. One of the animals was a veritable giant. This was the boar for Denny.

Luckily we were downwind of the herd and they continued to feed calmly. Denny cranked his variable sight up to its full eight-power. The giant tusker was feeding directly behind two other boar and only the upper third of his body presented itself as target. Denny waited for the herd to spread out, but they didn't move. Afraid that a sudden change in wind direction would alert the boar and cause them to scurry off, Denny decided to fire over the two smaller animals. This called for some precise shooting at 100 yards. To top it off, because of the angle, Denny would have to fire from the standing offhand position.

The Winchester .30-06 came up and steadied on target. A shot broke the stillness. A hit! Denny's 150 grain hand loaded slug slammed into the boar's shoulder and down it went. But with a savage scream it struggled to its feet. The boar backed toward a tree and lowered its head. Its tusks gleamed in the sunlight.

Denny closed to 60 yards as the mortally-wounded boar feebly attempted a charge. Another well placed slug sent it down for good.

All the while the other animals had been milling about, leaderless but still dangerous. In a matter of minutes, each of us bagged a boar.

As we gathered around the big boar to shake Denny's hand, everyone was astonished at the size of the prize. It was truly a monster. (Later it was determined to be about 300 pounds.) Two well-placed shots from a .30-06 were required to stop the brute. Denny said he was happy that we didn't tangle with this boar back in the heavy cover. It was a thought to ponder over.

As we headed back to the cabin, another large boar ambled across a clearing some 300 yards ahead of us. One of us remarked to Larry that not all of the "pigs" had gone south for the winter after all. ■■

A "formal" portrait of the group. From the left: Arlo Hinegardner and his son, Larry, owners of the preserve; Newt Rickman of Chicago's Sherman House; Don Neer, NIRA's executive director; and Denny Wu of Ford Motor Co., Ann Arbor, Mich., the National Industrial Rifle Champion.



1966 Genuine *Autographed*

LOUISVILLE SLUGGER

BATS



NOTE:
Specifications for these bats are listed on following pages

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Autographed LOUISVILLE SLUGGER BATS

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co. LOUISVILLE, KY.

125 GENUINE AUTOGRAPHED LOUISVILLE SLUGGER — POWERIZED. Turned from choice, open-air-seasoned white ash with natural finish. Authentic autographed models of the twenty-four sluggers listed below comprise the No. 125 line. An assortment of not fewer than six models is guaranteed in each carton of one dozen. Packed 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 26 pounds..... **Each $5.00**

MODELS:

Henry Aaron	Norm Cash	Nelson Fox	Ed Mathews	Pete Ward
Ernie Banks	Orlando Cepeda	Al Kaline	Tony Oliva	Billy Williams
Yogi Berra	Roberto Clemente	Harmon Killebrew	Brooks Robinson	Maury Wills
Ken Boyer	Rocky Colavito	Mickey Mantle	Frank Robinson	Carl Yastrzemski
Johnny Callison	Tommy Davis	Roger Maris	Jackie Robinson	

125S SPECIAL AUTOGRAPHED LOUISVILLE SLUGGER — POWERIZED. (Not illustrated). Quality and finish identical to No. 125 above, but turned to slightly smaller dimensions for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Listed below are the autographed models in the 125S group. An assortment of not fewer than six models is guaranteed in each carton of one dozen. Packed 4/32", 5/33", and 3/34" bats in each carton. Shipping weight, 24 pounds..... **Each $5.00**

MODELS:

Henry Aaron	Norm Cash	Nelson Fox	Mickey Mantle	Jackie Robinson
Ernie Banks	Rocky Colavito	Al Kaline	Roger Maris	Maury Wills
Yogi Berra	Tommy Davis	Harmon Killebrew	Ed Mathews	Carl Yastrzemski

43 ASH FUNGO — GENUINE LOUISVILLE SLUGGER — POWERIZED. (Not illustrated). Quality and finish identical to No. 125 above. Each carton of one dozen contains three (34") infield and nine (37" and 38") outfield fungoes. Shipping weight, 20 pounds..... **Each $5.00**

125 FLAME TEMPERED — GENUINE AUTOGRAPHED LOUISVILLE SLUGGER. Turned from choice, open-air-seasoned white ash timber. Flame Tempered finish, and burn branded, the same as the bats used by many prominent major league hitters. An assortment of not fewer than six models is guaranteed in each carton of one dozen. Single lengths (33", 34" or 35") of your choice. Shipping weight, 26 pounds..... **Each $5.00**

125S FLAME TEMPERED—SPECIAL AUTOGRAPHED LOUISVILLE SLUGGER. (Not illustrated). Quality and finish identical to 125 Flame Tempered above, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. An assortment of not fewer than six models is guaranteed in each carton of one dozen. All bats of one length (32", 33" or 34") of your choice. Shipping weight, 24 pounds..... **Each $5.00**

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LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co. LOUISVILLE, KY.

250 LOUISVILLE "SEMI-SIG" OFFICIAL—Turned from select Northern White Ash timber. Lime-toned natural finish, flame tempered. Patterned after the original models of famous sluggers whose names in "Semi-Signature" style they bear. Six authentic models guaranteed in each carton of one dozen. Lengths (4/33", 5/34", 3/35") per carton. Shipping weight, 26 pounds. ..... **Each $4.10**

250S LOUISVILLE "SEMI-SIG" SPECIAL OFFICIAL—(Not illustrated). Quality and finish identical to 250 above, but turned to slightly smaller dimensions for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball** and other teen-age players. Six models guaranteed in each carton of one dozen. Lengths 4/32", 5/33", 3/34" bats in each carton. Shipping weight, 24 pounds..... **Each $4.10**

175 LOUISVILLE GRAND SLAM — Turned from select northern white ash timber, new natural finish. Patterned after the original models of the famous sluggers whose names they bear. Six authentic models guaranteed in each carton of one dozen. Lengths 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 25 pounds..... **Each $3.80**

175S LOUISVILLE SPECIAL — (Not illustrated). Quality and finish identical to No. 175 above, but turned to slightly smaller dimensions for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Six models guaranteed in each carton of one dozen. Lengths 4/32", 5/33", and 3/34" bats in carton. Shipping weight, 24 pounds..... **Each $3.80**

140S SPECIAL POWER DRIVE. Turned from fine white ash, natural white finish. Patterned after the original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Six models guaranteed in each carton of one dozen. Assorted lengths 32" to 34"; shipping weight, 26 pounds..... **Each $3.30**

14W SAFE HIT. Finished in natural ash white and supplied in an assortment of famous sluggers' models in each carton of one dozen. Assorted lengths from 33" to 35"; shipping weight, 26 pounds ..... **Each $2.75**

11B BIG LEAGUER. Black finish with white tape grip. An assortment of famous sluggers' models in each carton of one dozen. Lengths range from 32" to 35"; shipping weight, 26 pounds. **Each $2.30**

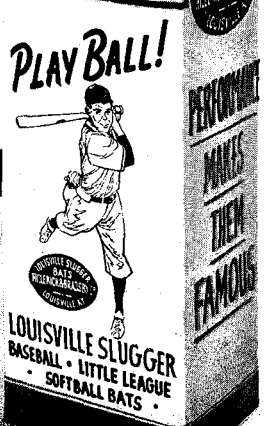
130S SPECIAL SAFE HIT. Turned from ash, with rich dark maroon finish and natural white handle. Patterned after original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, P-O-N-Y Baseball,** and other teen-age players. Six models guaranteed in each carton of one dozen, assorted lengths 32" to 34"; shipping weight, 25 pounds. **Each $2.30**

9 LEADER. Natural finish. Assorted famous sluggers' models. Assorted lengths, from 32" to 35"; shipping weight, 26 pounds..... **Each $1.90**





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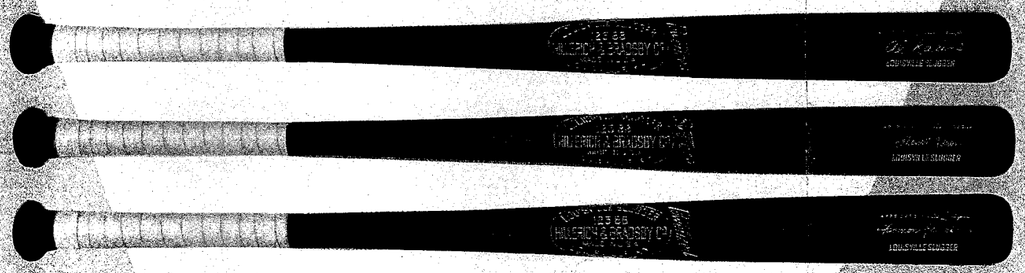
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125LL GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Approved Little League size. Turned from select, open-air-seasoned white ash and hickory. Bats in each carton of one dozen are natural white finish. Autographs of **Henry Aaron, Al Kaline, Harmon Killebrew, Mickey Mantle, Roger Maris,** and **Ed Mathews.** Packed 2/28", 3/29", 3/30", 3/31", and 1/32" bats in each carton. Shipping weight, 21 pounds. **Each $3.90**



125LL FLAME TEMPERED — GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Same as the No. 125LL described above except that it has the FLAME TEMPERED finish. Autographs of **Henry Aaron, Al Kaline, Harmon Killebrew, Mickey Mantle, Roger Maris, and Ed Mathews.** One dozen in carton. All bats of one length (27", 28", 29", 30", 31", or 32") of your choice. Shipping weight, 20 pounds. **Each $3.90**



125BB GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER— POWERIZED. Approved Little League size. Assorted finishes, Red, Blue, and Green (4 of each color to the dozen). White tape grip. Autographs of **Henry Aaron, Al Kaline, Harmon Killebrew, Mickey Mantle, Roger Maris,** and **Ed Mathews.** One dozen in carton. All bats of one length (28", 29", 30", 31", or 32") of your choice. Shipping weight, 21 pounds. **Each $3.40**



125J GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Approved Little League size. Turned from select open-air-seasoned ash, natural finish. Autographs of **Ernie Banks, Tommy Davis, Harmon Killebrew, Mickey Mantle, Roger Maris, and Ed Mathews.** One dozen in carton. Lengths, 2/28", 3/29", 3/30", 3/31", and 1/32". Shipping weight, 21 pounds. **Each $3.00**



225LL LITTLE LEAGUE "LOUISVILLE" LIME-TONED NATURAL FINISH — FLAME TEMPERED. Approved Little League size. Each bat bears name in "Semi-Signature" style of one of these famous sluggers: **Henry Aaron, Al Kaline, Harmon Killebrew, Mickey Mantle, Roger Maris, and Ed Mathews.** One dozen in carton, 27" to 32" lengths. Shipping weight, 21 pounds. **Each $2.60**



JL LITTLE LEAGUE *"It's a Louisville."* Approved Little League size with two-tone brown barrel and white handle finish. Each bat bears the name of one of these famous hitters: **Henry Aaron, Harmon Killebrew, Al Kaline, Mickey Mantle, Roger Maris,** and **Ed Mathews.** One dozen in carton, 28" to 32" lengths. Shipping weight, 20 pounds. **Each $2.30**



J2 LITTLE LEAGUE. Approved Little League size, natural finish. Each bat branded with name of one of these famous hitters: **Henry Aaron, Al Kaline, Harmon Killebrew, Mickey Mantle, Roger Maris,** and **Ed Mathews.** One dozen in carton, 28" to 32" lengths. Shipping weight, 20 pounds. **Each $1.90**



125K GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER. Small-size junior bat. Natural finish. Each bat contains the genuine autograph of one of these famous sluggers: **Henry Aaron, Al Kaline, Mickey Mantle,** and **Ed Mathews.** One dozen in carton, 28" length only. Shipping weight, 16 pounds. **Each $1.70**

Bats for BABE RUTH LEAGUE

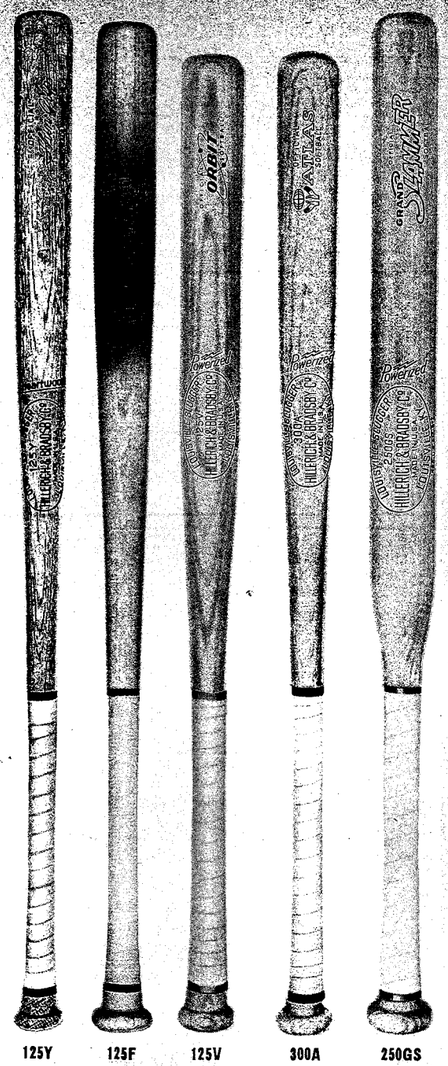
Any bat in the Louisville Slugger bat line may be used in BABE RUTH LEAGUE play. However, the "specials" (125S, 250S, 175S, 140S, and 130S) are particularly suitable for players of this age group.

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125V LOUISVILLE SLUGGER "ORBIT" OFFICIAL SOFTBALL BAT. For strong hitters — a new bottle-shaped model with a long, large barrel (2¼" in diameter) that tapers down abruptly to a medium handle. White ash with natural finish. White tape grip. One dozen in carton. 4/32", 4/33", and 4/34" or solid pack all 34". Shipping weight, 24 pounds. **Each $3.80**

300A LOUISVILLE SLUGGER "ATLAS" OFFICIAL "POWERIZED" SOFTBALL BAT. Ash and/or hickory timber finished in natural white. Large barrel (new maximum size — 2¼" in diameter). White tape grip. Packed one dozen in carton, 6/32" and 6/33". Shipping weight, 22 pounds. **Each $3.80**

250GS LOUISVILLE SLUGGER "GRAND SLAMMER" OFFICIAL SOFTBALL BAT. For the power hitter who wants to put plenty of wood on the ball. Popularly described as the "Potato Masher" design. Large and very long barrel (2⅛" in diameter) tapering abruptly to handle. Natural finish, ash. White tape grip. One dozen in carton. 6/33" and 6/34". Shipping weight 28 pounds. **Each $3.80**

125Y 125F 125V 300A 250GS



125E LOUISVILLE SLUGGER "BOMBER" OFFICIAL SOFTBALL BAT. Newly designed model for players who want a fast bat with long, large handle that tapers suddenly to large barrel. White ash. Natural finish. White tape grip. One dozen in carton, 6/33" and 6/34". Shipping weight, 24 pounds. **Each $3.80**

300B LOUISVILLE SLUGGER "THOR" OFFICIAL "FLAME TEMPERED" SOFTBALL BAT. Turned from quality ash and/or hickory, flame tempered finish. Large barrel (new maximum size — 2¼" in diameter). White tape grip. Packed one dozen assorted models in carton, 4/32", 4/33", 4/34" or solid pack all 34". Shipping weight, 22 pounds. **Each $3.70**

125SP LOUISVILLE SLUGGER "SLOW-PITCH" OFFICIAL SOFTBALL BAT. Designed for the rapidly expanding game of slow-pitch softball and the more experienced player preferring a bat with more heft. Antique finish hickory. One dozen in carton, 6/33" and 6/34"; shipping weight 25 pounds. **Each $3.70**

125B LOUISVILLE SLUGGER "METEOR" OFFICIAL SOFTBALL BAT — POWERIZED. A splendid assortment of models that will meet requirements of the various types of hitters. Turned from select ash and/or hickory, maroon finish. One dozen in carton, 6/33" and 6/34"; shipping weight 23 pounds. **Each $3.70**

250B LOUISVILLE SLUGGER "ROCKET" OFFICIAL SOFTBALL BAT — ASSORTED MODELS. A splendid variety of models—assures "just-right" measurements. Turned from select ash and/or hickory, ebony finish. One dozen in carton, 6/33" and 6/34". Shipping weight, 23 pounds. **Each $3.70**

300B 125SP 125B 125E 250B

LOUISVILLE SLUGGER

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co. LOUISVILLE, KY.

LOUISVILLE and H&B

Official

SOFTBALL BATS



125W LOUISVILLE SLUGGER "SPEED SWING" OFFICIAL SOFTBALL BAT — POWERIZED. Assortment of popular models packed in carton of one dozen. Turned from select ash and or hickory. Finished in natural ash white. Lengths 6/33" and 6/34". Shipping weight, 23 pounds..... **Each $3.70**



125L LOUISVILLE SLUGGER "VENUS" OFFICIAL SOFTBALL BAT — POWERIZED. For girl hitters. A small bore ball bat with graduated taper to a small grip. Natural white finish northern white ash. One dozen in carton. 33" length, shipping weight, 20 pounds..... **Each $3.70**



225F LOUISVILLE SLUGGER "THE BULGER" OFFICIAL SOFTBALL BAT. Brand new model with long thin handle that builds up quickly to short length barrel with curved hitting surface. Lime toned natural finish with flame tempered barrel. White ash. White tape grip. One dozen in carton 6/33" and 6/34". Shipping weight 26 pounds..... **Each $3.30**



102 LOUISVILLE SLUGGER "SWING KING" OFFICIAL SOFTBALL BAT. Assorted popular softball models of first quality ash and or hickory. Oil Tempered and finished in saddle brown. Packed one dozen in carton 6/33" and 6/34". Shipping weight, 23 pounds..... **Each $2.90**



100W LOUISVILLE SLUGGER "DART" OFFICIAL SOFTBALL BAT. Assorted popular softball models. Turned from high quality ash and or hickory. Natural white finish and Oil tempered. One dozen in carton, 6/33" and 6/34". Shipping weight, 23 pounds..... **Each $2.90**



300C LOUISVILLE SLUGGER "MARS" OFFICIAL "SLOW-PITCH" SOFTBALL BAT. Ash and or hickory, finished in ebony. White tape grip. (New maximum size — 2¼" in diameter). Packed one dozen in carton, 6/32" and 6/33". Shipping weight, 22 pounds..... **Each $2.90**



100GS LOUISVILLE SLUGGER "GRAND SLAMMER" OFFICIAL SOFTBALL BAT. A model for the strong boys — long, large barrel (2¾" in diameter) tapering abruptly to handle — a "Potato Masher" design. Tan finish. Ash. White tape grip. One dozen in carton, 6/33" and 6/34". Shipping weight 28 pounds..... **Each $2.90**



75FT LOUISVILLE "FLAME TEMPERED" OFFICIAL SOFTBALL BAT. An assortment of the most widely used softball models — with the ever popular flame tempered finish. Ash and or hickory. Solid white tape grip. Each carton contains 4/32", 4/33" and 4/34". Shipping weight 22 pounds..... **Each $2.60**



56 It's a Louisville "TITANIC" OFFICIAL SOFTBALL BAT. Natural finish. Ash and or hickory. Green zapon grip. One dozen assorted models in carton 33" and 34" lengths; shipping weight, 23 pounds..... **Each $2.20**



54 It's a Louisville "JET POWER" OFFICIAL SOFTBALL BAT. Assorted models turned from Ash and/or Hickory. Brown finish and black zapon grip. One dozen in carton, 6/33" and 6/34". Shipping weight 23 pounds..... **Each $2.20**

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Printed in U.S.A.

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co. LOUISVILLE, KY.

H&B



54L *It's a Louisville* **"SWATTER" OFFICIAL GIRLS' MODEL.** Natural white finish ash with blue zapon grip. One dozen in carton, 33" length; shipping weight, 20 pounds..... **Each $2.20**



52H "RANGER" OFFICIAL SOFTBALL BAT. Turned from ash and/or hickory and finished in ebony. One dozen assorted models in carton, 33" and 34" lengths; shipping weight, 23 pounds..... **Each $1.90**



51H "TRU-HIT" OFFICIAL SOFTBALL BAT. Turned from ash and/or hickory; maroon finish and gray zapon grip. Assorted models. One dozen in carton, 33" and 34" lengths; shipping weight, 23 pounds..... **Each $1.70**



50 "WALLOPER" OFFICIAL SOFTBALL BAT. Brown finish. One dozen assorted models in carton, 33" and 34" lengths; shipping weight, 23 pounds..... **Each $1.35**

SCHOOL—RECREATION PLAYGROUND BATS

These models were specially designed to fill the need for all-purpose bats in School, Recreation and Playground play.



RC5 LOUISVILLE SLUGGER OFFICIAL "RECREATION" BAT. Natural ash finish. Blue foil branding. White tape grip. One dozen in carton. All bats single length (28", 29", 30", 31", or 32") of your choice. Shipping weight, 20 pounds..... **Each $2.90**



57 *It's a Louisville* **"FAST-SWING" BAT.** Natural finish. White tape grip. Packed one dozen to carton, 6/31" and 6/32". Shipping weight, 21 pounds..... **Each $2.20**



PL10 OFFICIAL PLAYGROUND BAT. Finished in Blue with gold foil branding. White tape grip. One dozen in carton—all bats single length (27", 28", 29", 30", 31", or 32"). Shipping weight, 19 pounds..... **Each $1.90**



02 OFFICIAL LITTLE LEAGUE BAT. Small boy's bat. Natural finish, burn branded. Three dozen in carton, 28" length only. Shipping weight, 45 pounds..... **Each $1.00**

In Softball as in Baseball LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co. LOUISVILLE, KY. *One Trademark stands Supreme*

H ★ B

GOLF CLUBS for '66

LOUISVILLE SLUGGER
Model 225 and 225R Woods
Dark Walnut Finish

Backed by an 82 year old reputation for superb craftsmanship the LOUISVILLE SLUGGER Wood Models 225 and 225R feature a rich, dark walnut finish on the deep faced seasoned select Persimmon head. Face insert is Red Cyalite with Black design inlay. Cyalite is not subject to contraction or expansion. Shaft is H & B's exclusive SUPER ATLAS chrome Standard Flex. Model 225 has fine tan leather RIB GUIDE grip with black spiral grooving and gold stitching. Model 225R has black fine line rubber grip with gold orientations, red arrow and center line.

LOUISVILLE SLUGGER Model 225 exactly as above also in LEFT-HAND. Model 225R available in right-hand only. Model 225R available with stiff shaft at no extra charge. Designate 225RS "Stiff Shaft" on order.

LOUISVILLE SLUGGER Model 225 available also in 44" length with new SUPER ATLAS shaft and grip slightly larger than standard size. Also available in LEFT-HAND. No extra charge for these models.

Set – Wood Nos. 1, 2, 3, 4 ..... $36.00
Individual Clubs (Including No. 5 Wood) 24.00
(above clubs available in any combination)

LOUISVILLE SLUGGER
Model 226 and 226R Woods
Black Finish

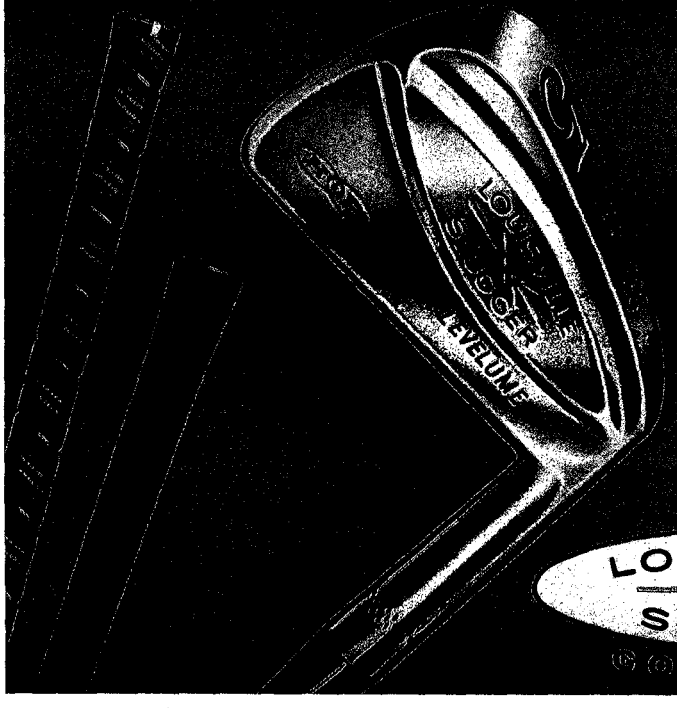
LOUISVILLE SLUGGER flatteringly fine workmanship shows up in this popular black finished, deep faced, genuine Persimmon head with fine grain, red cyalite insert in natural form. The convex insert is harder than the wood itself. Shaft is H & B's exclusive SUPER ATLAS Chrome Standard Flex. Model 226 has fine tan leather with RIB GUIDE grip with black spiral grooving and gold stitching. Model 226R has black fine line rubber grip with gold orientations, red arrow and center line. Both of these models are LEFT-HAND ONLY.

Set – Wood Nos. 1, 2, 3, 4 ..... $36.00
Individual Clubs (Including No. 5 Wood) 24.00
(above clubs available in any combination)

LOUISVILLE SLUGGER clubs are matched for swing weight and all other specifications.

Notice: Certain new design and engineered clubs only and are not Standard Flex also.

HYPO-FREQUENCY RESTRAINED SEASONING OF WOOD HEADS. H & B Persimmon heads are electronically seasoned. This newer Sonoray process completely eliminates drying stresses in wood heads so that they do not check or stress-crack in manufacture or play.



LOUISVILLE SLUGGER
Model 22566 and 22566R Irons
Levelume Plated Heads

Bearing the name made famous by 82 years of unsurpassed performance, here is a newly designed deeper iron with modern LOUISVILLE SLUGGER back that places power directly behind the ball for added distance and accuracy. Shaft is H & B's exclusive SUPER ATLAS Chrome Standard Flex. Model 22566 has fine tan leather RIB GUIDE grip with black spiral grooving and gold stitching. Model 22566R has Black Fine Line rubber grip with gold orientations, red arrow and center line. LOUISVILLE SLUGGER Model 22566 exactly as above available in LEFT-HAND. Model 22566R available in right-hand only.

Model 22566R available with stiff shaft at no extra charge. Designate 22566RS "Stiff Shaft" on order. LOUISVILLE SLUGGER Model 22566 iron available also in 38½" length with new SUPER ATLAS shaft and with leather grip only slightly larger than standard size. This Model also available in left-hand except left-hand No. 1 iron not available. No extra charge for these models.

Set – Nos. 2 thru 9 and Putter $162.00
Individual Clubs (Including pitching wedge and wedge) 18.00
(above clubs available in any combination)

"Putter for 22566 is the matching LL "Step Up" Geometric among special putters.

LOUISVILLE ★ SLUGGER
GOLF CLUBS

MEN'S WOODS and IRONS

Model 1964 and Model 1964R MEN'S IRONS

Investment Plated Heads

Craftsmanship and playability features to inspire the golfer to lower scores, characterize this genuine autographed BOBBY NICHOLS GRAND SLAM iron. Back design is reverse double flange to place the weight directly behind the ball for added distance. LEVELUME plated for highest degree of attractiveness and durability. Standard flex shaft is H & B THOR pattern known for its faithful transfer of power to the ball. Embossed brown RIB GUIDE spiral grooved leather grip with black spiral stripe and gold stitching or Golf Pride Trophy black rubber with gold indentations. RIGHT HAND ONLY.

Set — Nos. 2 thru 9 and putter $108.50
Individual Clubs
(including pitching wedge and wedge) 11.50
(Above clubs available in any combination)



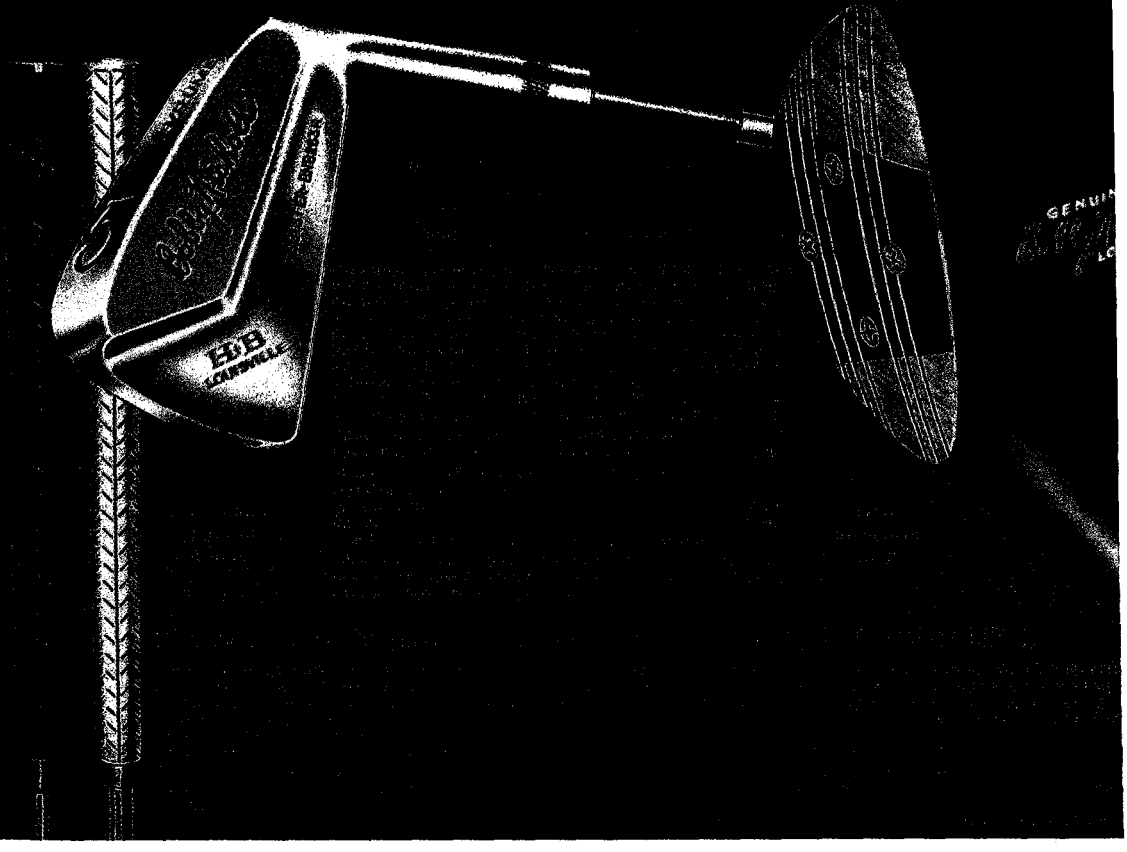
Model 6419 and Model 6419R MEN'S WOODS

Solid Persimmon Heads

In the tradition of H & B's famous GRAND SLAM name, this wood with the autograph of BOBBY NICHOLS, outstanding tournament playing professional and a member of H & B's Golf Advisory Staff, exemplifies more than four and a half decades of fine clubmaking experience. The selected, seasoned genuine persimmon head with its deep face and pleasing Fruitwood finish is beauty to behold. Face insert of fiber is newly-designed wide size black keystone and white inlay. THOR chrome shaft, standard flex. Both RIB GUIDE grips offer coordination of color: fine brown embossed leather, spiral grooved, with black spiral stripe and gold stitching or Golf Pride Trophy black rubber with gold indentations. Both models RIGHT HAND ONLY.

Set — Nos. 1, 2, 3, 4 ..... $68.80
Individual clubs 17.20
(Above clubs available in any combination)



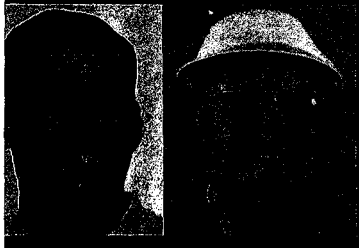


Several Members of the
HILLERICH & BRADSBY
Professional Panel



Bobby Nichols
1964
PGA Champion

Frank Beard



Gay Brewer

Miller Barber



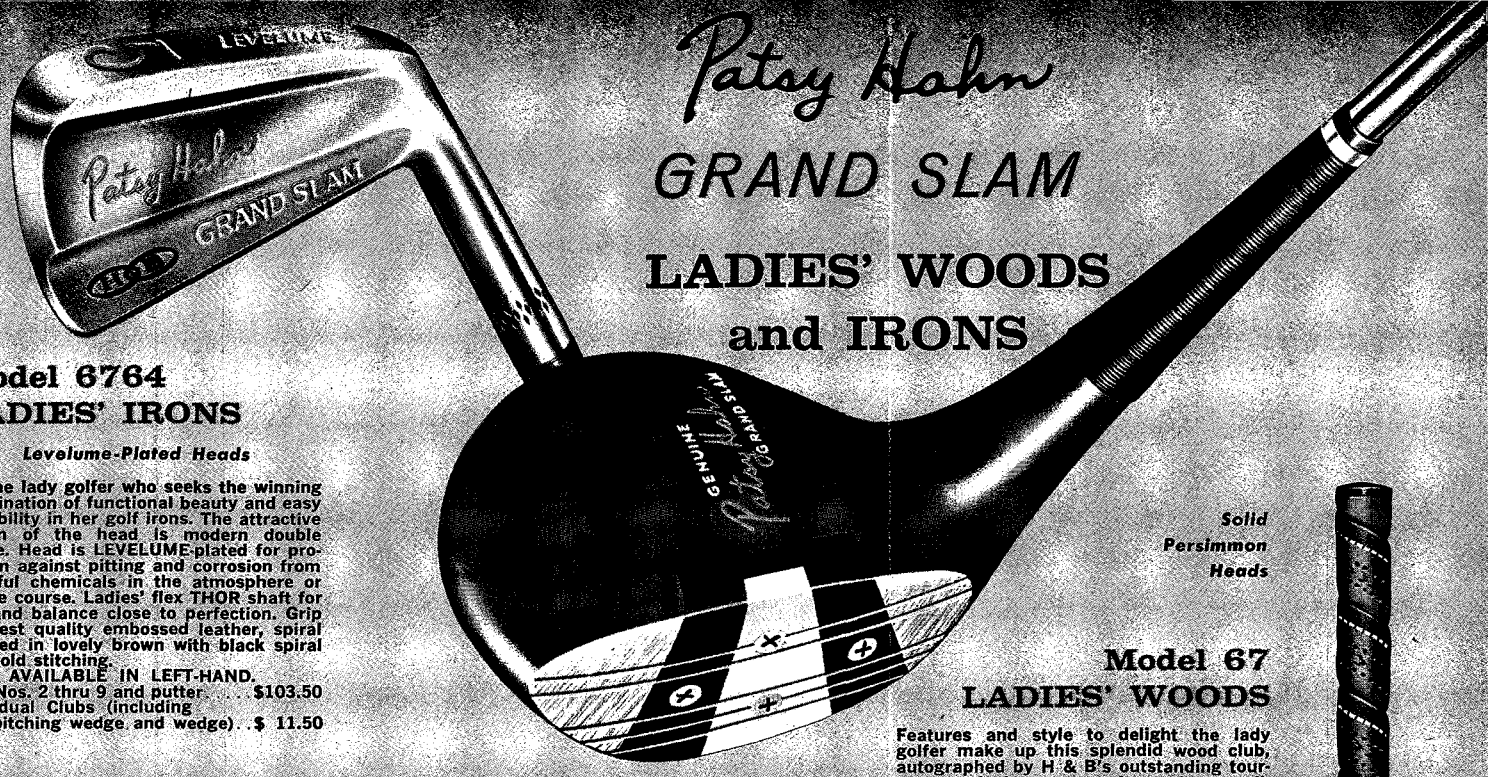
Patsy Hahn

Sandra McClinton

MAGNIFIED NUMBERS ON WOOD CLUBS — The raised letter numbers on the soles of wood clubs identify the weight, length, and model. Reading from left to right, the first two digits indicate the weight, the third and fourth digits indicate length and the remaining digits (sometimes two and sometimes three) represent the model number.

LEVELUME — THE ULTIMATE IN NICKEL-CHROMIUM PLATING — All H & B iron clubs are plated with LEVELUME. This combines the latest concept in what is popularly known as chrome. A heavy layer of nickel is applied prior to the chromium-flash. Insures a permanent attractiveness and protection. LEVELUME is handsome and eye-catching. It resists corrosion and pitting from harmful chemicals in the atmosphere or on the course. There is no finer plating for golf clubs.

Patsy Hahn
GRAND SLAM
LADIES' WOODS and IRONS



Model 6764
LADIES' IRONS

Levelume-Plated Heads

For the lady golfer who seeks the winning combination of functional beauty and easy playability in her golf irons. The attractive design of the head is modern double flange. Head is LEVELUME-plated for protection against pitting and corrosion from harmful chemicals in the atmosphere or on the course. Ladies' flex THOR shaft for feel and balance close to perfection. Grip is finest quality embossed leather, spiral grooved in lovely brown with black spiral and gold stitching.
ALSO AVAILABLE IN LEFT-HAND.
Set—Nos. 2 thru 9 and putter . . . $103.50
Individual Clubs (including pitching wedge and wedge) . $ 11.50

H&B CLUBS ARE ENGINEERED FOR ACCURATE AND TRUE SWING WEIGHTS

We made the discovery, long ago, that shafts of the same pattern and of the same weight sometimes vary as much as 4 points in swing weight because of the way the weight in the shaft is distributed. That's why we swing-weigh shafts —to make certain that each is put into a club whose ultimate swing weight is correctly related to that of the shaft. In the manufacture of many golf clubs, shafts are used as they come — without checking the weights, much less the swing weights. The ultimate swing weights of such clubs are arrived at by merely adding a little weight here and a little there to either the grip end or head end of the clubs. This is an economical, unscientific, hit-and-miss way of making clubs. The same method, to a lesser degree, is also widely used in the construction of many so-called top quality, matched and balanced, sets. The shafts for these are first weighed out and those that match, in this respect, are put into sets. But since the shafts are not then matched for swing weight, the clubs must be "doctored," at one end or the other, to bring them to a uniform balance. Because we swing-weigh our shafts we do not have to resort to such unscientific methods.

Solid Persimmon Heads

Model 67
LADIES' WOODS

Features and style to delight the lady golfer make up this splendid wood club, autographed by H & B's outstanding tournament-playing proette. It provides traditional GRAND SLAM craftsmanship and beauty. Head is medium deep, seasoned, genuine persimmon finished in a glistening Fruitwood. Newly-designed, wide size black and white fiber face insert adds eye-pleasing contrast. Ladies' flex THOR shaft, ideally fitted to the style and requirements of women golfers. Handsome brown embossed leather RIB GUIDE grip, spiral grooved, with black spiral and gold stitching.
ALSO AVAILABLE IN LEFT-HAND.
Set—Nos. 1, 2, 3, 4 . . . . . $68.80
Individual Clubs (Including No. 5 wood) $17.20



Patsy Hahn
LOUISVILLE

LADIES' WOODS and IRONS

Levelume Plated Heads



RIB GUIDE GRIPS • The grips of all H & B woods and irons have the popular RIB GUIDE built in. This very useful feature—a rib that runs down the back of the grip—has a comfortable feel and helps to guide the hands and fingers into proper gripping position.



Model 6564R LADIES' IRONS

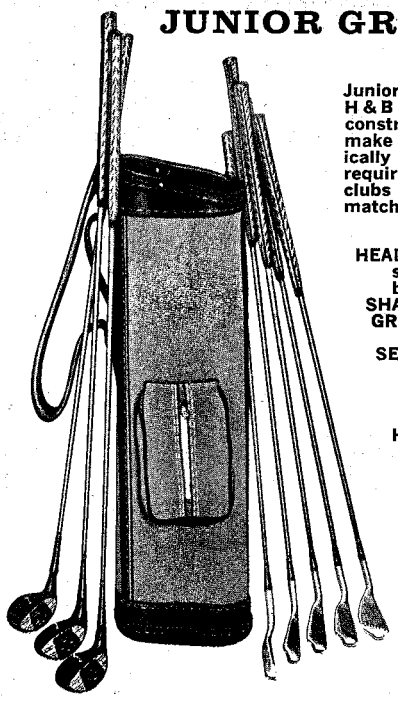
This moderately priced genuine PATSY HAHN autographed iron provides the lady golfer with an attractive and durable club. Modern flange back head is LEVELUME-plated for protection against pitting and corrosion. Ladies' flex MARS shaft. Golf Pride Victory white rubber grip with blue indentations. RIGHT-HAND ONLY.
Set—Nos. 2 thru 9 and putter* $72.00
Individual Clubs (including wedge) . . . . . $ 8.00
**Putter to match Model 6564R is new "Louisville Lou" 65L, a two-way putter—LEVELUME-plated satin finish "rocker" blade. Chrome shaft and Golf Pride Victory rubber grip with blue indentations.*

Model 65R LADIES' WOODS

Genuine Persimmon Heads

Genuine PATSY HAHN autographed wood, moderately priced, has smart mahogany finished genuine persimmon head. Finish shows off the subtle graining of the wood in attractive manner. Black and red fiber face insert. Ladies' flex MARS shaft for easy playability. White Golf Pride Victory grip with blue indentations to complement the appeal of this attractive club.
RIGHT-HAND ONLY.
Set—Nos. 1, 2, 3, 4 . . . . . $46.00
Individual Clubs (Including No. 5 wood) $11.50

JUNIOR GRAND SLAMS



Junior Grand Slam Golf Clubs are of H & B quality throughout and are sturdily constructed by the same craftsmen who make the highest priced models. Specifically designed to meet the particular requirements of young golfers, these clubs offer every advantage of the finest matched sets. RIGHT-HAND only.

JUNIOR WOODS

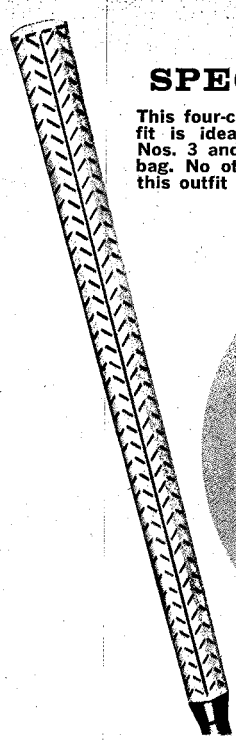
HEAD — Genuine Persimmon, medium-sized, finished in fruitwood with black fiber keystone insert.
SHAFT — Special with junior flex.
GRIP — White rubber with RIB GUIDE feature.
SET — No. 1 Wood 39", No. 2 Wood 38½", No. 3 Wood 38" $33.60
Individual clubs 11.20

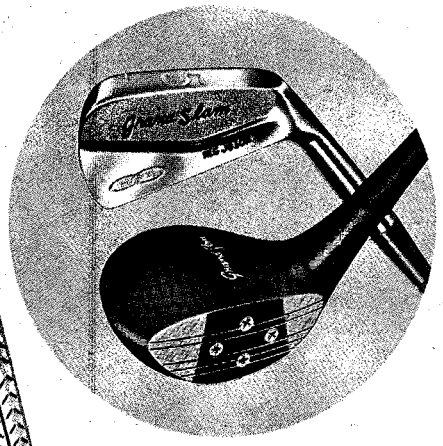
JUNIOR IRONS

HEAD — Forged steel with bright LEVELUME chrome plating Pyramid flange back.
SHAFT — Special, with junior flex.
GRIP — White rubber with RIB GUIDE feature.
SET — No. 3 — 35", No. 5 — 34", No. 7—33", No. 9—32½", and putter 31½" $37.50
Individual clubs 7.50

SPECIAL JUNIOR OUTFIT

This four-club — plus bag — special Grand Slam junior outfit is ideal for the young. Consists of a No. 2 Wood, Nos. 3 and 5 irons, and putter in a tough canvas, ribbed bag. No other combination of junior clubs is available in this outfit at this special price $40.00





AUXILIARY CLUBS

SUPER-CLEEK (No. 5 Wood) — All wood models (except Juniors and Model 3263R left-hand) in the 1966 H & B Golf Club line have a No. 5 Wood (Super Cleek). See individual model descriptions for prices.

CHIPPER — This handy approach iron was designed expressly for run-up shots. Same length as putter, has up-right lie and slightly lofted face. Flange sole head with shallow blade. LEVELUME nickel chrome-plated. THOR shaft. RIB GUIDE fancy brown leather grip with spiral grooving. $11.50

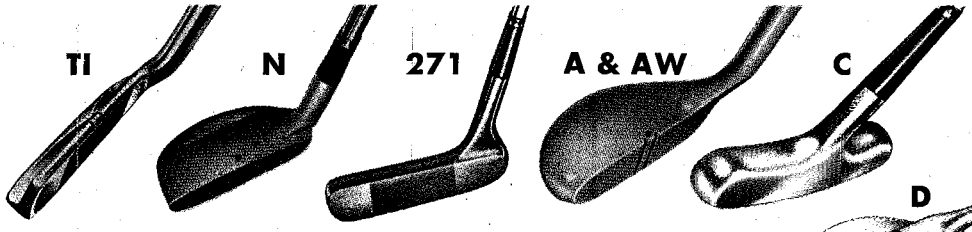
UTILITY CHIPPER (not illustrated)— Precision Crafted LEVELUME-plated head with sandblast scored face area. THOR pattern shaft, with fine quality leather grip $11.50

PITCHING WEDGE—All Iron Models (Except Juniors and Model 6564R) in the 1966 H & B Golf Club line have a Pitching Wedge. Check prices and description in the model desired.

No. 1 irons are available in right-hand only in the following models: LOUISVILLE SLUGGER Model 22566, LOUISVILLE SLUGGER Model 22566R, LOUISVILLE SLUGGER Model 22566 in 39½" length with stiff shaft, BOBBY NICHOLS GRAND SLAM Model 1964, BOBBY NICHOLS GRAND SLAM Model 1964R.



CLUB LENGTHS • Men's woods based on 43" No. 1 wood. Ladies' woods are based on 41½" No. 1 wood. Men's Irons match 38½" No. 2 iron. Ladies' Irons match 37½" No. 2 iron.



SPECIAL PUTTERS

MODEL TI "TAP IN"— LEVELUME-plated blade head with Louisville Slugger modern oval back, chrome shaft. Tan and black leather grip. Right-hand only $18.00

MODEL N "NO CHOKE" — Aluminum mallet-type head with brass back. Golden finish aluminum shaft. White pistol-type rubber grip. $18.00

MODEL 271 "THE IMPOSSIBLE"— Named for Bobby Nichols' incredible PGA Championship performance and winning score of 271. Solid bronze head with double flange back. Brown and gold perforated calfskin spiral grip, flat on top side. Right-hand only $11.50

MODEL A "UP-AN'-IN"— Aluminum mallet-type head of shallow depth with offset neck. Metallic finish. Black GRIP RITE rubber grip, flat on top side. Right-hand only $11.50

MODEL AW "UP-AN'-IN"— Same head style as Model A. Shaft of antique finished choice quality hickory—long distinguished for fine feel and smooth, accurate stroking. Fine leather grip $11.50

MODEL C "EQUALIZER"—Brass head with shallow, thick, two-way "rocker" blade for right- or left-handed golfers. Equipped with golden finished aluminum shaft with rubber Golf Pride pistol-style grip, flat on top side $11.50

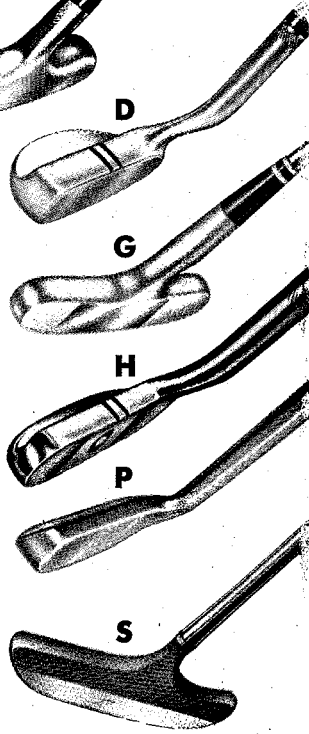
MODEL D "ONE-PUTT-JOHN" — Forged from brass but with satin chrome finish. Mallet-type head of shallow depth with extreme gooseneck. Fancy perforated RIB GUIDE leather grip, spiral grooved, flat on top side. Right-hand only $11.50

MODEL G "LAST CHANCE"— Forged steel head with shallow, thick, two-way "rocker" blade for right- or left-handed golfers. Satin LEVELUME nickel chrome-plating. GRIP RITE rubber grip, flat on top side . $11.50

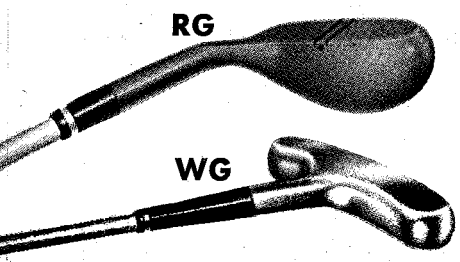
MODEL H "STINGER"— Forged steel head with LEVELUME nickel chrome-plating. Shallow thick blade — wide top edge and very wide flange sole; gooseneck. Leather RIB GUIDE grip, fancy perforated and with spiral grooving — flat on top side. Right-hand only $11.50

MODEL P "PAR POKER"— Bronze head of shallow depth, wide beveled top edge. Very long hozel. Golden finish aluminum shaft. White pistol-type rubber grip. RIGHT-hand only $11.50

MODEL S "TWO WAY" — Medium deep rocker type with bright nickel chrome finish, top half satin finish. Flared tip, satin finish shaft. Black rubber grip with white indentations, flat on top side . $11.50



TRU-GLASS SHAFT PUTTERS



MODEL RG "FANCY DAN" — Aluminum mallet-type head of shallow depth with offset neck. Metallic finish. Featuring the carefree TRU-GLASS shaft with white rubber pistol-type grip $11.50

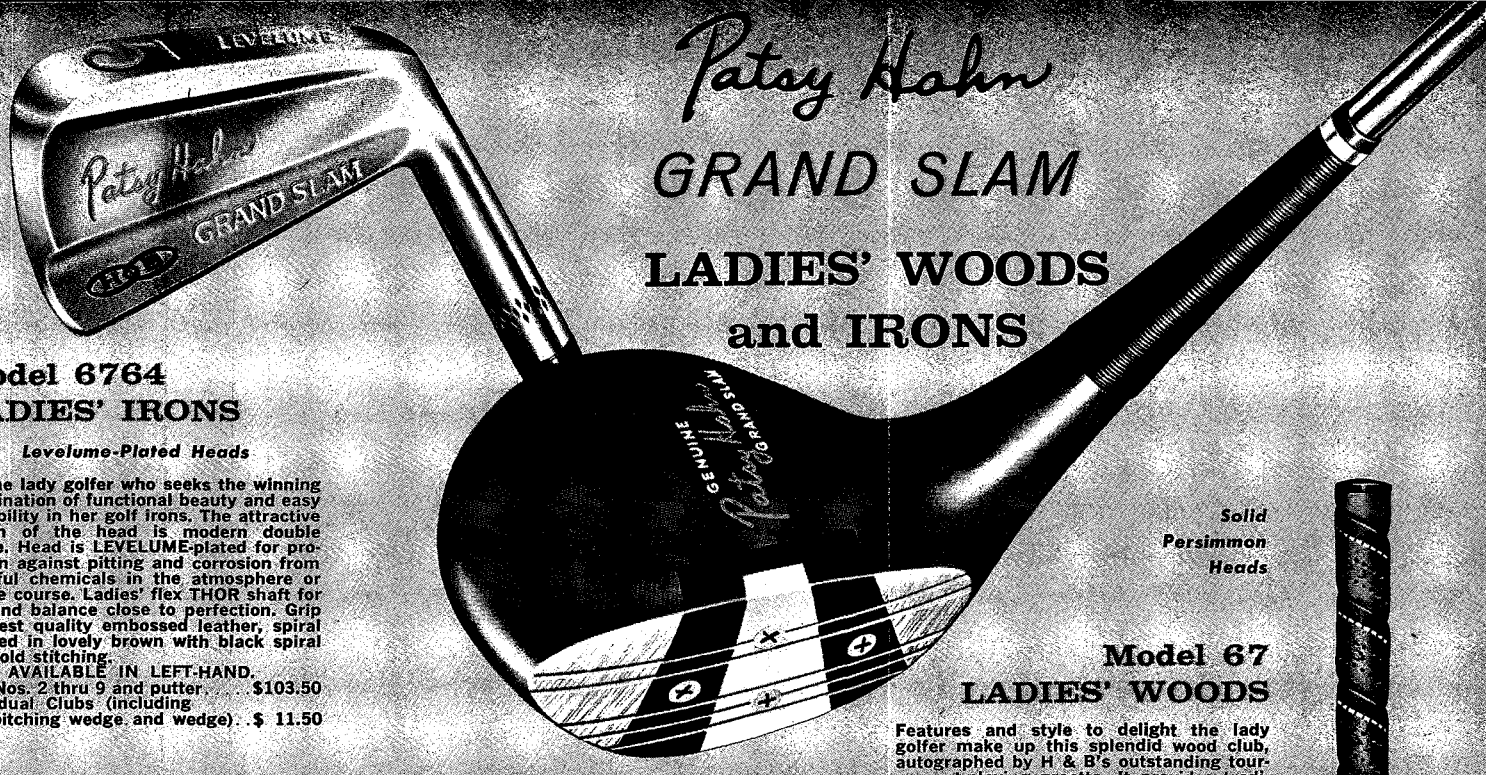
MODEL WG "THE HOL'D OUT"— Brass head with shallow, thick, two-way "rocker" blade for right- or left-handed golfers. Featuring the carefree TRU-GLASS shaft with GRIP RITE rubber grip $11.50

HILLERICH & BRADSBY CO., LOUISVILLE, KENTUCKY 40201

PRINTED IN U.S.A.

Patsy Hahn GRAND SLAM

LADIES' WOODS and IRONS



Model 6764
LADIES' IRONS

Levelume-Plated Heads

For the lady golfer who seeks the winning combination of functional beauty and easy playability in her golf irons. The attractive design of the head is modern double flange. Head is LEVELUME-plated for protection against pitting and corrosion from harmful chemicals in the atmosphere or on the course. Ladies' flex THOR shaft for feel and balance close to perfection. Grip is finest quality embossed leather, spiral grooved in lovely brown with black spiral and gold stitching.
ALSO AVAILABLE IN LEFT-HAND.
Set—Nos. 2 thru 9 and putter . . . $103.50
Individual Clubs (including pitching wedge and wedge) . . $ 11.50

Solid Persimmon Heads

Model 67
LADIES' WOODS

Features and style to delight the lady golfer make up this splendid wood club, autographed by H & B's outstanding tournament-playing proette. It provides traditional GRAND SLAM craftsmanship and beauty. Head is medium deep, seasoned, genuine persimmon finished in a glistening Fruitwood. Newly-designed, wide size black and white fiber face insert adds eye-pleasing contrast. Ladies' flex THOR shaft, ideally fitted to the style and requirements of women golfers. Handsome brown embossed leather RIB GUIDE grip, spiral grooved, with black spiral and gold stitching.
ALSO AVAILABLE IN LEFT-HAND.
Set—Nos. 1, 2, 3, 4 . . . . . $68.80
Individual Clubs (Including No. 5 wood) $17.20

H&B CLUBS ARE ENGINEERED FOR ACCURATE AND TRUE SWING WEIGHTS

We made the discovery, long ago, that shafts of the same pattern and of the same weight sometimes vary as much as 4 points in swing weight because of the way the weight in the shaft is distributed. That's why we swing-weigh shafts —to make certain that each is put into a club whose ultimate swing weight is correctly related to that of the shaft. In the manufacture of many golf clubs, shafts are used as they come — without checking the weights, much less the swing weights. The ultimate swing weights of such clubs are arrived at by merely adding a little weight here and a little there to either the grip end or head end of the clubs. This is an economical, unscientific, hit-and-miss way of making clubs. The same method, to a lesser degree, is also widely used in the construction of many so-called top quality, matched and balanced, sets. The shafts for these are first weighed out and those that match, in this respect, are put into sets. But since the shafts are not then matched for swing weight, the clubs must be "doctored," at one end or the other, to bring them to a uniform balance. Because we swing-weigh our shafts we do not have to resort to such unscientific methods.



Patsy Hahn LOUISVILLE

LADIES' WOODS and IRONS

Levelume Plated Heads



RIB GUIDE GRIPS • The grips of all H & B woods and irons have the popular RIB GUIDE built in. This very useful feature—a rib that runs down the back of the grip—has a comfortable feel and helps to guide the hands and fingers into proper gripping position.

Model 6564R LADIES' IRONS

This moderately priced genuine PATSY HAHN autographed iron provides the lady golfer with an attractive and durable club. Modern flange back head is LEVELUME-plated for protection against pitting and corrosion. Ladies' flex MARS shaft, Golf Pride Victory white rubber grip with blue indentations. RIGHT-HAND ONLY.
Set—Nos. 2 thru 9 and putter* $72.00
Individual Clubs (including wedge) . . . . . $ 8.00

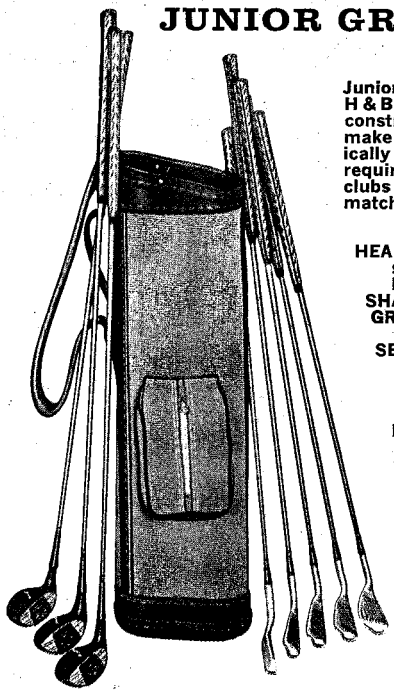
**Putter to match Model 6564R is new "Louisville Lou" 65L, a two-way putter—LEVELUME-plated satin finish "rocker" blade. Chrome shaft and Golf Pride Victory rubber grip with blue indentations.*

Model 65R LADIES' WOODS

Genuine Persimmon Heads

Genuine PATSY HAHN autographed wood, moderately priced, has smart mahogany finished genuine persimmon head. Finish shows off the subtle graining of the wood in attractive manner. Black and red fiber face insert. Ladies' flex MARS shaft for easy playability. White Golf Pride Victory grip with blue indentations to complement the appeal of this attractive club.
RIGHT-HAND ONLY.
Set—Nos. 1, 2, 3, 4 . . . . . $46.00
Individual Clubs (Including No. 5 wood) $11.50

JUNIOR GRAND SLAMS



Junior Grand Slam Golf Clubs are of H & B quality throughout and are sturdily constructed by the same craftsmen who make the highest priced models. Specifically designed to meet the particular requirements of young golfers, these clubs offer every advantage of the finest matched sets. RIGHT-HAND only.

JUNIOR WOODS

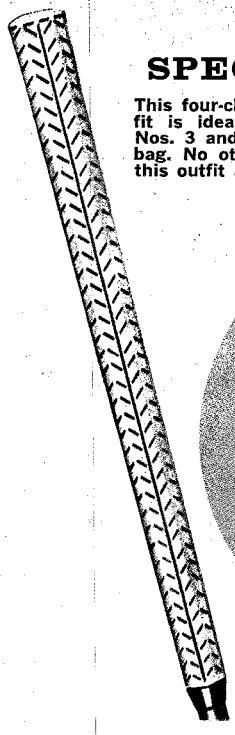
HEAD — Genuine Persimmon, medium-sized, finished in fruitwood with black fiber keystone insert.
SHAFT — Special with junior flex.
GRIP — White rubber with RIB GUIDE feature.
SET — No. 1 Wood 39", No. 2 Wood 38½", No. 3 Wood 38" . . . $33.60
Individual clubs 11.20

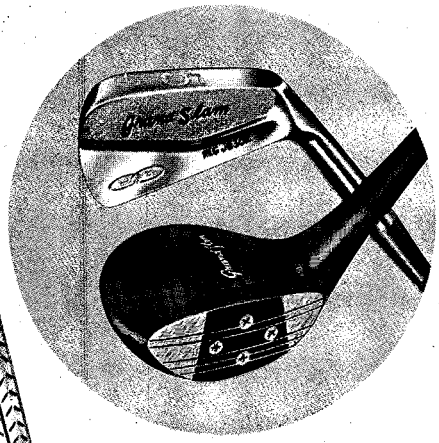
JUNIOR IRONS

HEAD — Forged steel with bright LEVELUME chrome plating Pyramid flange back.
SHAFT — Special, with junior flex.
GRIP — White rubber with RIB GUIDE feature.
SET — No. 3 — 35", No. 5 — 34", No. 7—33", No. 9—32½", and putter 31½" $37.50
Individual clubs 7.50

SPECIAL JUNIOR OUTFIT

This four-club — plus bag — special Grand Slam junior outfit is ideal for the young. Consists of a No. 2 Wood, Nos. 3 and 5 irons, and putter in a tough canvas, ribbed bag. No other combination of junior clubs is available in this outfit at this special price $40.00





AUXILIARY CLUBS

SUPER-CLEEK (No. 5 Wood) — All wood models (except Juniors and Model 3263R left-hand) in the 1966 H & B Golf Club line have a No. 5 Wood (Super Cleek). See individual model descriptions for prices.

CHIPPER — This handy approach iron was designed expressly for run-up shots. Same length as putter, has up-right lie and slightly lofted face. Flange sole head with shallow blade. LEVELUME nickel chrome-plated. THOR shaft. RIB GUIDE fancy brown leather grip with spiral grooving. $11.50

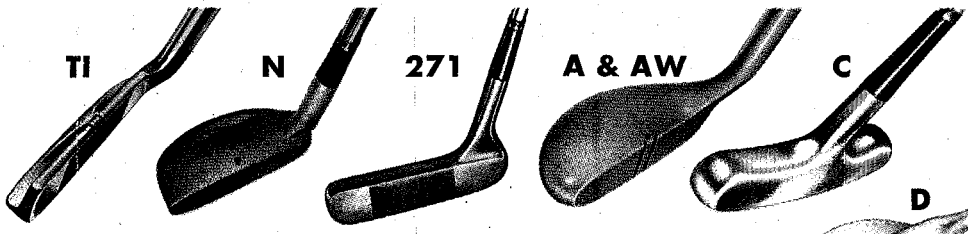
UTILITY CHIPPER (not illustrated)— Precision Crafted LEVELUME-plated head with sandblast scored face area. THOR pattern shaft, with fine quality leather grip $11.50

PITCHING WEDGE—All Iron Models (Except Juniors and Model 6564R) in the 1966 H & B Golf Club line have a Pitching Wedge. Check prices and description in the model desired.

No. 1 irons are available in right-hand only in the following models: LOUISVILLE SLUGGER Model 22566, LOUISVILLE SLUGGER Model 22566R, LOUISVILLE SLUGGER Model 22566 in 39½" length with stiff shaft, BOBBY NICHOLS GRAND SLAM Model 1964, BOBBY NICHOLS GRAND SLAM Model 1964R.



***CLUB LENGTHS** • Men's woods based on 43" No. 1 wood. Ladies' woods are based on 41½" No. 1 wood. Men's Irons match 38½" No. 2 iron. Ladies' irons match 37½" No. 2 iron.*



SPECIAL PUTTERS

MODEL TI "TAP IN"— LEVELUME-plated blade head with Louisville Slugger modern oval back, chrome shaft. Tan and black leather grip. Right-hand only $18.00

MODEL N "NO CHOKE" — Aluminum mallet-type head with brass back. Golden finish aluminum shaft. White pistol-type rubber grip. $18.00

MODEL 271 "THE IMPOSSIBLE"— Named for Bobby Nichols' incredible PGA Championship performance and winning score of 271. Solid bronze head with double flange back. Brown and gold perforated calfskin spiral grip, flat on top side. Right-hand only $11.50

MODEL A "UP-AN'-IN"— Aluminum mallet-type head of shallow depth with offset neck. Metallic finish. Black GRIP RITE rubber grip, flat on top side. Right-hand only $11.50

MODEL AW "UP-AN'-IN"— Same head style as Model A. Shaft of antique finished choice quality hickory—long distinguished for fine feel and smooth, accurate stroking. Fine leather grip $11.50

MODEL C "EQUALIZER"—Brass head with shallow, thick, two-way "rocker" blade for right- or left-handed golfers. Equipped with golden finished aluminum shaft with rubber Golf Pride pistol-style grip, flat on top side $11.50

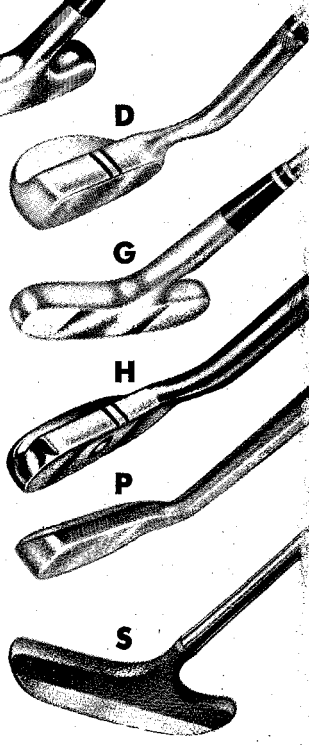
MODEL D "ONE-PUTT-JOHN" — Forged from brass but with satin chrome finish. Mallet-type head of shallow depth with extreme gooseneck. Fancy perforated RIB GUIDE leather grip, spiral grooved, flat on top side. Right-hand only $11.50

MODEL G "LAST CHANCE"— Forged steel head with shallow, thick, two-way "rocker" blade for right- or left-handed golfers. Satin LEVELUME nickel chrome-plating. GRIP RITE rubber grip, flat on top side . $11.50

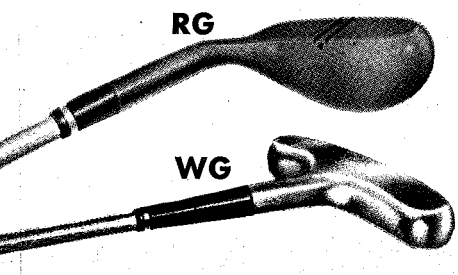
MODEL H "STINGER"— Forged steel head with LEVELUME nickel chrome-plating. Shallow thick blade — wide top edge and very wide flange sole; gooseneck. Leather RIB GUIDE grip, fancy perforated and with spiral grooving — flat on top side. Right-hand only $11.50

MODEL P "PAR POKER"— Bronze head of shallow depth, wide beveled top edge. Very long hozel. Golden finish aluminum shaft. White pistol-type rubber grip. RIGHT-hand only $11.50

MODEL S "TWO WAY" — Medium deep rocker type with bright nickel chrome finish, top half satin finish. Flared tip, satin finish shaft. Black rubber grip with white indentations, flat on top side . $11.50



TRU-GLASS SHAFT PUTTERS



MODEL RG "FANCY DAN" — Aluminum mallet-type head of shallow depth with offset neck. Metallic finish. Featuring the carefree TRU-GLASS shaft with white rubber pistol-type grip $11.50

MODEL WG "THE HOL'D OUT"— Brass head with shallow, thick, two-way "rocker" blade for right- or left-handed golfers. Featuring the carefree TRU-GLASS shaft with GRIP RITE rubber grip $11.50

HILLERICH & BRADSBY CO., LOUISVILLE, KENTUCKY 40201

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signs of the times...

THE SHIFT FROM A CHRISTMAS OFFICE PARTY to a children's party continues to grow this year reports the Industrial Relation News. In a recent survey, it was found that 17 percent of the companies querried sponsor such a children's event. In at least 20 firms this will be the only Christmas party within the company. While 60 percent of the respondents indicated some kind of festivities, several things point to an effort on the part of both management and the employees to transform these parties in character by having more of them off premises, by including the family, and by making such parties a joint affair in which the employees share part of the cost

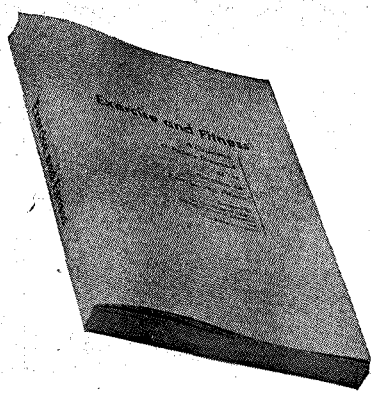
WHISTLE WHILE YOU WORK—Background music in plants and offices improves workers' job attitudes, but the music should be specially prescribed, says Edward Podolsky, M.D., in a recent issue of Supervision. In a study of background music for industry, undertaken in cooperation with DuMont Labs and the Hallicrafters Co., Dr. Podolsky reports the following findings: Improvement of worker productivity; improvement of employee attitude toward the job; improvement of interemployee relationships; decrease in tiredness; and decrease in nonessential conversations.

PAYING THE PRICE FOR EXTRA POUNDS—If a certain reform party gains control in Denmark, some chubby Danes may soon wish they weren't. One of the planks in the party platform is a personal tax based on obesity. For every two pounds a person is considered overweight, he or she must hand over the equivalent of an hour's pay every month.

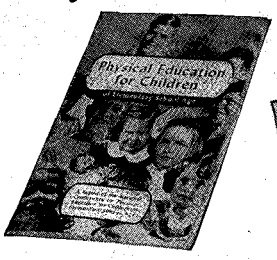
NEW LABOR STANDARD? The Congressional Action Bulletin tells us that legislation to prescribe as national policy an annual three-week paid vacation has been introduced by Rep. Elmer J. Holland (D-Pa.) The bill, H.R. 11577, would amend the Fair Labor Standards Act of 1938 to provide the vacation to each employee covered under the act for each year of regular employment. Rep. Holland said the bill's purpose "is to add a new labor standard—the annual three-week paid vacation—to our long-established labor standards, the 40-hour week and the eight-hour day."

THE COFFEE BREAK IS UNIVERSAL—So says the National Industrial Conference Board after completing a survey of a wide cross-section of industries. It showed that up to 97 percent of the companies now provide the coffee break and a number of firms, particularly in the insurance business, pay at least part of the beverage cost. Ten years ago, only 65 percent of the firms permitted these breaks for hourly workers and only 70 percent for salaried employees. Twenty years ago, the idea was frowned upon and even fought by many companies in the belief that business was no place to have coffee or any other beverage.

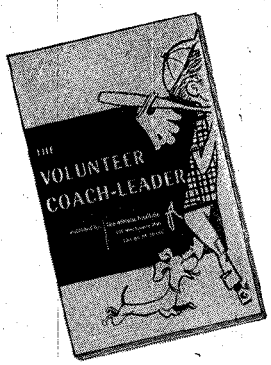
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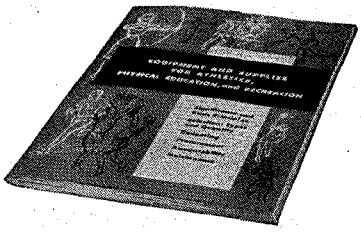
Physical Education For Children of Elementary School Age. Each 50c



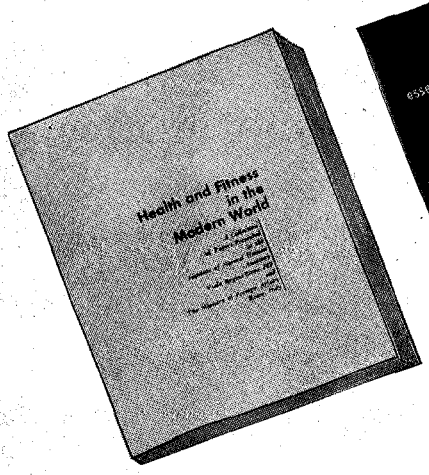
The Volunteer-Coach Leader. Each 25c



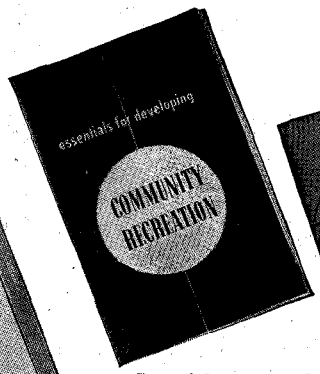
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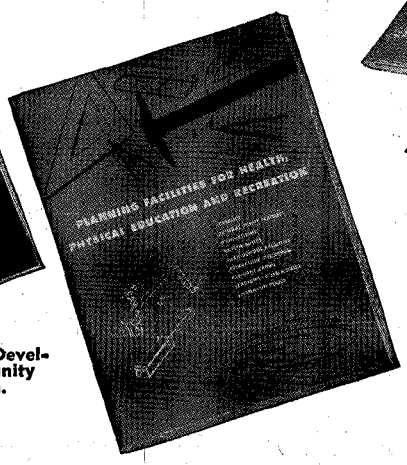
Equipment and Supplies For Athletics, Physical Education and Recreation. Each $2.50



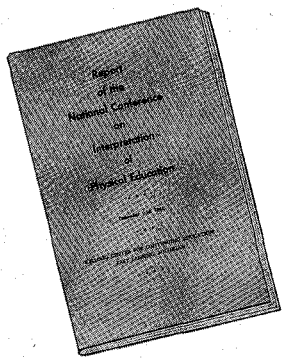
Health and Fitness in the Modern World. Each $4.50



Essentials for Developing Community Recreation. Each 50c



Planning Areas and Facilities For Health, Physical Education and Recreation. Hard Cover $6.00 Each — Paper Back $5.00 Each

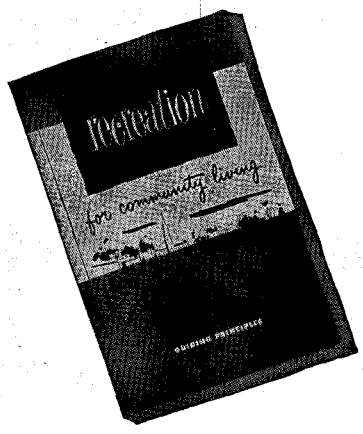


Report of the National Conference on Interpretation of Physical Education. Each $1.50

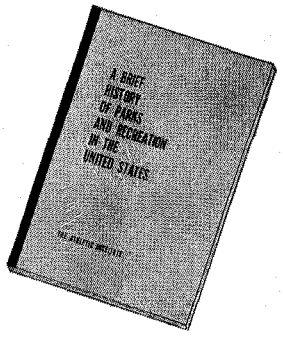
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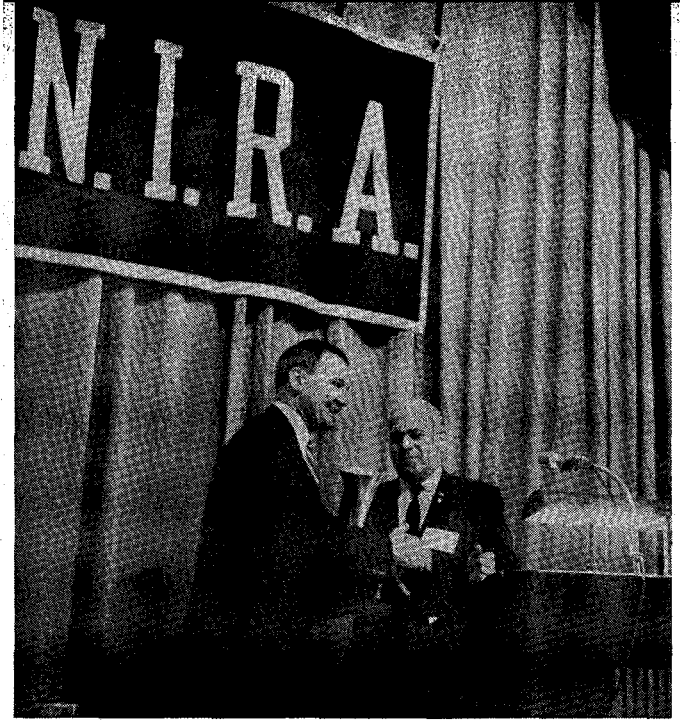
A Brief History of Parks and Recreation in the United States. Each $1.50

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THE Athletic Institute

A NON-PROFIT ORGANIZATION DEVOTED TO THE ADVANCEMENT OF ATHLETICS, RECREATION AND PHYSICAL EDUCATION



Kenneth Kellough, right, administrator of recreation and welfare for North American Aviation, accepts the 1965 Helms Industrial Recreation Award on behalf of his company. Making the presentation at the Milwaukee conference is NIRA president Chuck Bloedorn of Goodyear Tire & Rubber Co.

North American's Winning Program a matter of positive thinking

North American Aviation, Inc., Los Angeles, one of NIRA's oldest and largest members, was presented with the Helms Industrial Recreation Award for 1965 at the Milwaukee Conference last May. The award, originated by the Helms Athletic Foundation, is given annually to the company judged to have the outstanding employee activities program in the nation during the past year.

Undoubtedly the main reason for the success of North American's program is the positive attitude the company takes toward the concept of employee recreation. Some very concrete examples of this attitude are apparent in a speech by James E. Driskell, Division Director-Personnel for North American, which is recorded below.

The occasion for the speech was the Southern California Municipal Athletic Federation's Industrial and Municipal Sports Institute. This association, itself, is an excellent example of industry-municipal cooperation in the field of recreation.

Since the theme of this conference is Recreation in Industry, it is altogether fitting that a few appropriate remarks be made in this connection. I would therefore like to tell you some of the experiences we have had in implementing our recreation program.

Before becoming too specific, you might be interested to know that the Recreation Department is part of the Personnel Division in our company. It has been associated in this manner since the recreation program was first conceived "way back in 1937." I'm sure most of you are familiar with personnel activities; however, in a large industrial concern like North American the Personnel Department has many activities.

Size Permits Specialization

Primarily because of size, we are able to specialize and set up functional groups within our Personnel Department. Not only do we have a staff to administer our recreation programs, but we have other staff groups to provide service to management in terms of employment activities, safety, employee relations, wage and salary, technical and professional development, and we even have a fully equipped medical center where doctors and nurses are available around the clock.

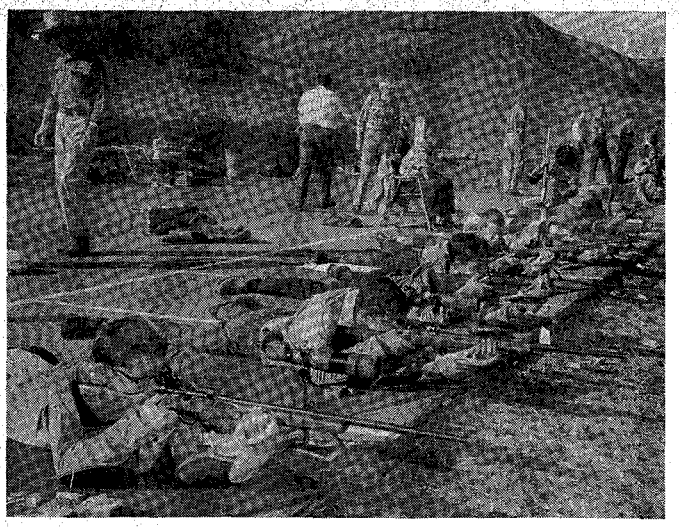
Since all of these Personnel Department activities suggest volume business for those staff groups I just mentioned, so do we find that our Recreation Department likewise is involved in much activity. Last year, for example, our recreation program consisted of 35 separate sport and hobby clubs, with a total membership of over 6,000 employees. These people, participating as they did in sports, hobby, party, and picnic activities resulted in an attendance figure of some 52,000 appearances.

Philosophy Toward Recreation

Our philosophy toward a recreation program bears some examination. You will note that we term it a "recreation" program. As defined in Webster's Dictionary, "Recreation" is "refreshing of strength and spirits after toil; diversion or a mode of diversion; to play." We wholeheartedly agree with Mr. Webster! I would like to emphasize that to us "recreation" means much more than just a program of athletic and sports activities. In fact, only about 25 percent of our program participants are actually involved in athletic competition, whereas 75 percent are partaking of recreation in its many different forms such as are available in the various employee clubs that we sponsor.

In sponsoring these different forms of recreation, employees are drawn from a number of communities where, as an illustration, a Gem and Mineral Club may not be available to them. Perhaps facilities are lacking in a local community for a diversion such as a Square Dancing Class. Yet, to our

continued on next page



A view of the firing line during Son's Day at the rifle and pistol club of the Rocketdyne and Atomics International Divisions of North American. The club is among the largest in the National Rifle Association.

continued from page 23

employees, these are diversionary activities that they seek and to the extent that we can fill a need, a program of this nature will be sponsored. Our rifle range, tennis courts, club rooms, and even this auditorium fall in this same category.

Now, on the other hand, and with respect to our athletic programs, these are coordinated and sponsored out and away from the plant in the local community but where facilities do exist and are available. Swimming pools, bowling alleys, golf courses, and basketball courts exist in most local areas so we do not wish to duplicate these. Instead, we coordinate our sports leagues with the "outside."

Experience has taught us that while the local communities may have certain facilities, they may be overtaxed and, as a result, are not available to our people. This then requires that we, in fulfilling our philosophy towards a complete recreation program, will set up whatever facilities are necessary so that to the employees there is every opportunity for recreation and diversion.

Is this expensive? To provide and maintain these facilities does require rather extensive financing. We are fortunate at North American in having our total program financed by "North American Aid," a separate non-profit corporation, and the sole source of funds is drawn from the profits of vending machines that are located within our facilities.

Permit me to express a few more thoughts in a philosophical vein. We find that a sound active recreation program definitely promotes good employee relations. How is this possible? Well, there are probably a great many ways that this can be shown. Here are a few reasons:

1. A recreation program provides an outlet for employees—it affords therapy to the stresses and strains of daily work tasks.
2. For those interested in a program of physical fitness, we have all the essential equipment and most every sports activity. Healthy employees usually exhibit a good attitude towards their jobs.
3. A recreation program stimulates the pride that most people possess whether it be in terms of athletic competition or in the pursuit of personal hobbies. We recently conducted a tremendously successful Sport and Hobby Show on which I will comment later.
4. The park-like environment and our clubhouse facilities are ideal for departmental picnics, dances, and parties where employees can inter-relate more informally than in the work situation.
5. A recreation program affords an opportunity to publicize the winners in our competitive programs and to publish their pictures in the company's house organ—all of this makes for a more "folksy" atmosphere.

North American has eight separate unions representing factory-type employees. Some of these unions are very understanding in their relations with the company. Others are more militant. All unions, by their very nature, compete with us for the loyalty of our work-force. For example, the United Auto Workers has been with us since 1941. In the last ten years, this union has fiercely competed with North American in such programs as prescription eyeglasses and safety



Here's the first meeting of the Boys' Baseball School conducted by the Los Angeles Division of North American. The school instructs in fundamentals and ends up with four to five weeks of league play. Fathers and softball players within the company serve as instructors and coaches. A total of 541 boys received certificates from the school in 1964 and 700 attended the picnic on the final day.

glasses. Like the company, the union has its own welfare program and there are others that could be mentioned. The significant thing here is that at no time has the UAW or any other union attempted to compete with us in terms of recreation.

When workers, whether they be supervisors or rank and file, don their baseball and basketball uniforms, it's "play ball"! Differences that may have developed in the factory between shop steward and supervisor are completely forgotten on the playing field—the game's the thing! All of the formality and reserve that goes with day-to-day business life is in direct contrast with the informality, the fun, the competition that flows from recreation programs where employees of all types can spin-off into that totally different world of fun and recreation.

Program Creates Friendships

A few years back the grievance chairman of one of the unions went to great lengths to make certain that his young son was enrolled in our baseball school. We had another situation where an employee's work was being affected by home problems. It seems that this employee had transferred to our Los Angeles Division from the Autonetics Division. This transfer necessitated that he move his family to an area closer to our division. His problem stemmed from the fact that his wife had no friends in their new community and this was being accentuated with each passing day. Her husband, a golf enthusiast, made an acquaintance with another employee during our summer golf leagues. This led to social contacts between two families and with this, the home problem began to disappear.

Permit me to cite one more example and this one I know pretty well because I am personally involved. I enjoy a good game of tennis and one of the employees who works for me in our Personnel Department also enjoys the game. Now, the relationship that exists between the two of us while at work is boss-subordinate. On the tennis court, however, the reverse is pretty much the case because this employee is indeed the master of the game and I wind up in a subordinate position at least score-wise every time we play! The point of all of this is simply that employees in all capacities at North American can enjoy the benefits of these kind of inter-relationships which would not be possible except for a well-rounded recreation program.



One of the women's physical fitness classes is shown going through its paces. Group participation by both men and women is high in this activity and North American has four completely-outfitted exercise rooms.

Many fine employees have been attracted to our company because, as they later informed us, they had heard of our recreation programs. For instance, in the early 1940's, we even tried our hand at sponsoring an ice hockey team. It was a darned good one, too, and the company received lots of free and favorable publicity from this team. One of the star performers of that hockey club is today, and has been for years, the Personnel Director at our Space & Information Systems Division in Downey. My own situation was slightly different—I was hired so I could play on the baseball team.

One of our Personnel Department supervisors, who, like myself, is a golf enthusiast, was telling just the other day about a plant problem he had resolved with a person high up in management. It was a tricky one and could develop a lot of emotion. A direct confrontation with this high manager-type person would normally lead to an explosion. As you can appreciate, not much can come of this type situation.

As it turned out, both men had played in our summer golf league and, in fact, had been partners in the competition. Having golf as something in common and, further, not being strangers to each other, the normal defenses that we all seem to possess *were down* at the time of this interview. The two men got on famously, resolved their highly sensitive problem, and before they parted, the conversation had switched around to golf. So you see, recreation *can* be a boon to management in so many different ways.

So far, most of my remarks have been related to recreation programs conducted while the employees are off-duty. In the plant, however, we provide an important service and this would be in connection with employee rest periods and lunch periods. The company affords two rest periods during the day; one, mid-morning, and the other during the middle part of the afternoon. Each rest period is ten minutes in duration.

Advantages of In-Plant Recreation

The Recreation Department for years has provided shuffle board equipment, and this includes arranging for the painting of shuffle board courts in the aisles. We supply ping-pong tables and equipment. Pinochle cards and other playing cards are made available to employees. Likewise, checkers, chess games, cribbage boards, and rubber horseshoes are supplied so that the employees may have some diversion during these rest and lunch periods as well. We find that there are certain advantages in providing employees with this kind of in-plant recreation.

1. Where employees could roam and stray from their departments during rest periods, the horseshoe game or the ping-pong game, as examples, keep these employees "at home" in their own departments. In addition to the players, there are, of course, those interested spectators.
2. The kinds of in-plant recreation to which I have made mention provide a timely diversion during the work day. The purpose of a rest period, basically, is to permit a recharging of the human battery. Whereas the term "rest" period connotes a period of recuperation, such is not generally done to the extent that employees stretch prone and go to sleep for ten minutes. Many jobs have their routine elements. To intersperse this with an active game of ping-pong

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may be just what the employee needs. Conversely, for the employee whose job calls for much physical exertion, the meditation of a chess game would serve his particular need.

3. Finally, in-plant recreation during rest periods keeps the employees occupied. Those of you who may have put in time in the Armed Services will remember that idle men breed idle chatter. Unfounded rumors are generated and there is the usual amount of grousing and complaining. We are convinced that keeping employees busy with one or another recreation activity helps to maintain their morale as well as give the mental or physical boost needed for employees to continue with their work.

Although not intended as an objective of our overall recreation program, there remains nonetheless an important "fall-out" or dividend from our efforts. This is in the area of community relations. Our picnic area, for instance, is used by Boy Scouts and Girl Scouts for cookouts and camp-outs.

Recently our Recreation people sponsored their Annual Hobby Show. We had exhibits and demonstrations that wouldn't quit! Hobbies ranging from gem and mineral collecting to restoring antique automobiles were displayed all over our Recreation Field premises covering 12 acres. We even had rare oriental flowers flown in from Bankok, Thailand. In fact, the Sport and Hobby Show has grown in such proportions that we are a bit concerned for the future as to whether the spectators will be able to see the complete show in the time we have set aside for it. Fifteen-thousand people attended between 11 a.m. and 5 p.m. on a Sunday.

Those of us that participated all agreed that a large percentage of the visitors were not our company employees but were interested people from neighboring areas and communities. This kind of response can do us no harm and certainly helps to keep the name of North American Aviation as a vital force in the welfare and being of people living in this general area.

On a much more limited scale is our community-relations effort in cooperating with local groups where, in the moral sense, we can provide a service. One of our employees, for example, is the teacher of a Bible study group. As a teacher, he felt the need to motivate his group in some way. His request to us was simple—could we provide a trophy which in turn would be given to the student who did the best in Bible studies? The cost of the trophy was minimal, but the good resulting from it was unquestioned. Needless to say, we provided the trophy.

Hopefully, I have tried to cover those matters in our industrial scene that would be of some interest to you. I'm certain it was apparent to you that we view industrial recreation as a vitally important activity, one aimed at enriching the working life of employees in every station here at North American. As you can see, our programs have not been predicated on tinkering or experimenting in human relationships. Instead, ours has been a long-established part of our industrial relations which we consider an essential function of successful management. I am personally gratified to realize that not only does our recreation program make good business sense, but it makes a definite contribution to the welfare of each and every employee who makes up the North American family. ■■

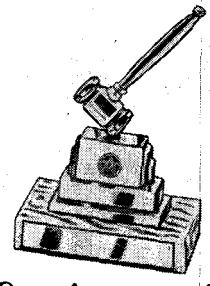
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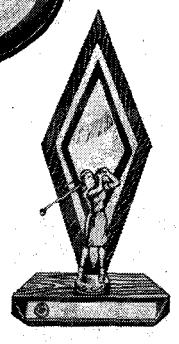


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NIRA'S ROLL CALL OF 1965 CHAMPIONS

Here we pay tribute to the industrial employee, to whose benefit all of our nationwide recreation programs are dedicated.

THE names of the champions which appear on the following pages are just a token representation of the many thousands of employees who participated in, and made successful, the 1965 NIRA tournament program.

Though not all won or even came close to it, every participant enjoyed the competition. And that is the true purpose of recreation.

So, at this time, R/M would like to pay tribute to each and every person who took part in the national tournament program. Gentlemen—and ladies, we salute you!

Helms Award Winners

The 1965 Helms Industrial Recreation Award, symbolic of the outstanding employee activities program in the nation, was presented to North American Aviation, Inc., Los Angeles. Accepting the award for North American, which has been a member of NIRA since 1942, was Kenneth Kellough, Recreation and Welfare Administrator for the firm.

Four other firms were cited by the Helms Award judges as having the best employee recreation programs among all the NIRA firms in their membership categories.

The winning firms, by category, are as follows:

Class D: (Firms with 10,000 or more employees) **North American Aviation, Inc.** Los Angeles. Kenneth Kellough, Recreation and Welfare Administrator. (Also winner of the overall award.)

Class C: (Firms with 5,000 to 10,000 employees). **Phillips Petroleum Co.,** Bartlesville, Okla. Howard Heuston, Administrator of Employee Recreation.

Class B: (Firms with 1,000 to 5,000 employees). **Scovill Mfg. Co.,** Waterbury, Conn. Fred Wilson, Manager, Employee Activies.

Class A: (Firms with 500 to 1,000 employees). **Faultless Rubber Co.,** Ashland, O. Howard Honaker, Recreation Director.

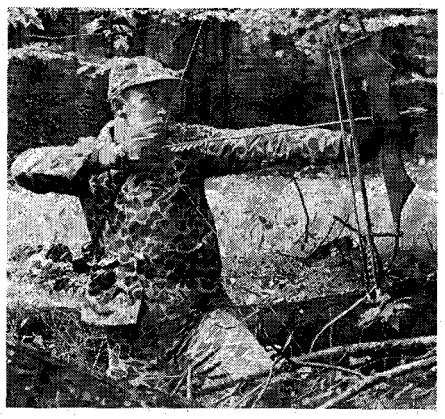
Class AA: (Firms with fewer than 500 employees). **Distillation Products Industries,** Rochester, N.Y. Mary J. Best, Recreation Director.

The award is given yearly by the Helms Athletic Foundation, Los Angeles.

Archery

It was Bundy Tubing Co. all the way in the 2nd Annual National Industrial Archery Tournament co-sponsored by NIRA and The Archery Institute.

When all the scores in the five-week



Gene Caudill

postal tourney had been recorded, it became apparent that the bowmen from Winchester, Ky. had captured top honors in the scratch and handicap team events, plus firsts in the individual scratch and handicap competitions.

Gene Caudill, 38, a foreman at Bundy, shot his way to first place in the individual scratch competition with a magnificent 99.70 scratch average. This earned him the title of top industrial archer in the nation and an expense-paid deer hunt on Michigan's North Manitou Island. Gene was successful on his prize hunt, bagging his deer after a "picture" stalk.

A list of the tournament's top competitors in each division follows:

Top 10 Scratch

Teams	Average
Bundy Tubing Co. Team "A", Winchester, Ky.	98.08
Phillips Petroleum Co., Bartlesville, Okla.	96.69
IBM Corp. Team 3, Lexington, Ky.	96.43
National Cash Register Team 1, Dayton, O.	96.40
Tokheim Athletic Assn. Team 1, Fort Wayne, Ind.	95.45
National Cash Register Team 2, Dayton, O.	94.80
LeTourneau-Westinghouse, Peoria, Ill.	94.17
Dow Chemical Co. Team 1, Midland, Mich.	93.87
Delco-Remy Div., GMC, Anderson, Ind.	93.75
Falk Corp., Milwaukee	93.68

Top 10 Handicap

Bundy Tubing Co. Team "B", Winchester, Ky.	99.88
Tokheim Athletic Assn. Team 1, Fort Wayne, Ind.	99.85
National Cash Register Team 1, Dayton, O.	99.29
National Cash Register Team 2, Dayton, O.	99.25
IBM Corp. Team 2, Owego, N.Y.	99.20
LeTourneau-Westinghouse, Peoria, Ill.	99.15
The Boeing Co. Team 1, Renton, Wash.	99.14
Armco Steel Corp. Team 1, Middletown, O.	99.07
Dow Chemical Co. Team 1, Midland, Mich.	99.05
Delco Radio Div., GMC, Kokomo, Ind.	98.96

Top 10 Scratch Individuals

Gene Caudill, Bundy Tubing Co., Winchester, Ky.	99.70
Cal Hedden, LeTourneau-Westinghouse, Peoria, Ill.	99.67
P. Merritt, IBM Corp., Lexington, Ky.	99.00
Bob Park, Dow Chemical Co., Midland, Mich.	98.64
C. Asher, IBM Corp., Lexington, Ky.	98.60
James Riley, National Cash Register, Dayton, O.	98.53
C. Caudill, Bundy Tubing Co., Winchester, Ky.	98.16

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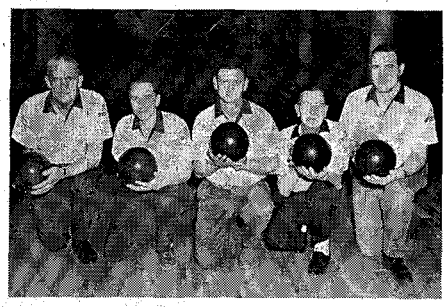
Don Stephenson, Phillips Petroleum Co., Bartlesville, Okla. 98.00
Dick Farkas, Armco Steel Corp., Middletown, O. 97.73
H. Firestone, Tokheim Athletic Assn., Fort Wayne, Ind. 97.60

Top 10 Handicap

O. Stokley, Bundy Tubing Co., Winchester, Ky. 100.68
R. L. Burton, IBM Corp., Owego, N.Y. 100.33
Dick Farkas, Armco Steel Corp., Middletown, O. 100.23
Don Stephenson, Phillips Petroleum Co., Bartlesville, Okla. 100.22
L. Jefferies, National Cash Register, Dayton, O. 100.15
Howard Dun, Phillips Petroleum, Bartlesville, Okla. 100.13
C. Johnson, Bundy Tubing Co., Winchester, Ky. 100.12
B. Reed, Bundy Tubing Co., Winchester, Ky. 100.12
D. F. Marshall, IBM Corp., Owego, N.Y. 100.11
Jerry Craft, Armco Steel Corp., Middletown, O. 100.10

Bowling

A team from Pittsburgh Plate Glass, Barberton, O., fired a blazing 4,093 handicap score to capture the team championship and $1,000 in prize money in the 18th Annual National Industrial Bowling Tournament held last April in Ashland, O.



Pittsburgh Plate Glass Team

Pete Saroli of Ford Motor Co., Detroit, was the top singles competitor, rolling a 698—enough to win $110 in prize money.

In all there were 137 teams participating in the event for a total of 685 individuals—a new participation record for the 18-year-old NIRA event.

The list of top winners follows:

Top 10 Teams	Score	Prize
Pittsburgh Plate Glass #3, Barberton, Ohio	4093	$1,000
Faultless Rubber Co. #4, Ashland	4065	$ 500
Timken Dept. #181, Canton, Ohio	4061	$ 250
TRW #4, Cleveland, Ohio	4042	$ 125
Nat. Security Agency, Washington, D. C.	4042	$ 75
Gast Mfg. Co., Benton Harbor, Mich.	4024	$ 50
Quality Plastics-Union Malleable, Ashland	4024	$ 50
Charger #2, Ashland	4019	$ 50
Timken-Sheet Metal Shop-Canton, Ohio	4013	$ 50
F. E. Myers, Sewer Cleaners, Ashland	4006	$ 50

Individual Winners

HIGH GAME: Dan Stidham, Kaiser Aluminum, Ravenswood, West Va. 285.

HIGH SERIES: Bob Rennick, National Security Agency, Washington, D. C. 857.

Singles Winners

Pete Saroli, Ford Motor Tractor 698 $110
Paul Boykin, Motorola, Inc. ..... 674 $ 55
Bill Milligan, Timken Roller Bearing ..... 665 $ 30
Ray Thomas, Faultless Rubber Co. ..... 662 $ 20
Al Danz, Motorola, Inc. ..... 651 $ 10

Bridge

Mr. and Mrs. E. J. Dryer, of Downey, Calif., won the National Industrial Duplicate Bridge Tournament in the finals



The Dryers and the Brooks

of the event played in late March at the Sherman House hotel in Chicago. Dryer is a research specialist with the Space and Information Division of North American Aviation Co. The couple took first place with a 201½ score.

Mr. and Mrs. Dorsey Brooks, defending champions from Detroit, were second among the 20 regional winners who reached the finals with a score of 189½ for the two-day weekend competition. Brooks is an insurance analyst for the Fisher Body Division of General Motors Corp., in Detroit.

Both couples will be awarded an all-expense paid 13-day Caribbean cruise in January, 1966, from Whitman Publishing Co., Racine, Wis., co-sponsor of the tournament. Charles Goren, famed U.S. bridge authority, will host the cruise.

The two winning pairs and the six other pairs were the finalists from among a field of 2,273 industrial bridge players who competed in 63 company tournaments throughout the U.S. and Canada in January.

The final standings follows:

Region	Name	Company
VII	Elmer J. Dryer	North American Aviation
	Judith A. Dryer	Downey, Calif.
III	Dorsey W. Brooks	Fisher Body Div., GMC
	Zerrene Brooks	Detroit, Mich.
V	John E. Mourning	Honeywell, Inc.
	Dennis V. Lobben	Minneapolis, Minn.
I	Robert Hallock	Olin Mathieson Chem. Corp.
	Richard Lewis	New Haven, Conn.
VI	Walter B. Howerton	Sandia Corp.
	Barbara Howerton	Albuquerque, N.M.
VIII	Norman Fisher	Canadian Kodak Co.
	Peter Sands	Toronto, Ont.
II	Marguerite Brown	Owens-Illinois
	Helen Yetter	Toledo, Ohio
IV	William S. Patrick	Martin Co.
	Penny Patrick	Orlando, Fla.
II	Charles Trimbach	Delco Products, Div. GMC
	Letha Trimbach	Dayton, Ohio
III	Linda Bickel	Miles Laboratories, Inc.
	Emily Wilhelm	Elkhart, Ind.

Fishing

Andy Lang, a consultant with Olin Mathieson Chemical Corp., New Haven, Conn., topped all other entries in the 8th Annual AFTMA-NIRA Postal Fishing Contest with a 58 lb. 8 oz. striped bass good for 801.36 tournament points, setting a new record in the event.

For his efforts, Andy received an expense-paid trip to North Manitou Island, Michigan where he tussled with bass and rainbow. (That's a North Manitou smallmouth Andy's pictured with, not his record-breaking striper.)

The fresh water honors went to Leroy Browning, Martin Co., Orlando, Fla., for his 12 lb. 6 oz. largemouth bass that totaled 556.17 points. The Martin Co.'s recreation director, Jack Horner, scored as the NIRA member submitting the highest number of entries in relation to the size of his company.

In this 8th annual event, a total of 31 companies entered contestants, the largest number in the tournament's history.



Andy Lang

A list of winners in the various classifications follows:

NIRA Grand Champion
Andrew Lang, Olin Mathieson, New Haven, Conn., 58 lb., 8 oz. Striped Bass ..... 801.36 pts.

May Fresh Water Champ
William Heckrodt, Dow Corning, Midland, Mich., 24 lb. Northern Pike ..... 520.32 pts.

May Salt Water Champ
Robert Henke, Martin Co., Orlando, Fla., 10 lb., 4 oz. Spotted Weakfish 675

June Fresh Water Champ
Leroy Browning, Martin Co., Orlando, Fla., 12 lb., 6 oz., Largemouth Bass 556.17

June Salt Water Champ
Andrew Lang, Olin Mathieson, New Haven, Conn., 58 lb., 8 oz. Striped Bass 801.36

July Fresh Water Champ
Leonard King, Martin Co., Orlando, Fla.
11 lb. 8 oz. Largemouth Bass 516.8

July Salt Water Champ
Gertrude Anglin, Martin Co., Orlando, Fla.
10 lb. 14 oz. Spotted Weakfish 716.05

NIRA Member with Most Entries
Jack Horner, Martin Co., Orlando, Fla.

Fresh Water Division

Bass, Largemouth ..... 12 lb. 6 oz.
Leroy Browning, Martin Co., Orlando, Fla.

Bass, Smallmouth ..... 6 lb.
Ronald Cox, Delco Remy, Anderson, Ind.

Bluegill, Tie ..... 1 lb. 7½ oz.
Dave Schamens, Hamm's, St. Paul, Minn.
Walter Zwieg, Hamm's, St. Paul, Minn.

Catfish, Blue ..... 36 lb.
John Frazer, International Shoe Co., St. Louis

Catfish, Bullhead ..... 3 lb. 4 oz.
Harvey Eckoff, Martin Co., Orlando, Fla.

Catfish, Channel ..... 2 lb. 2 oz.
Harvey Eckoff, Martin Co., Orlando, Fla.

Crappie, Black, Tie—three ways ..... 1 lb. 12 oz.
Lynn Walker, Dow Chemical Co., Midland, Mich.
Melvin Wilkinson, 3M Co., St. Paul, Minn.
John Young, Hamm's, St. Paul, Minn.

Crappie, White ..... 2 lb. 1 oz.
Wallace Kellogg, Hamm's, St. Paul, Minn.

Muskellunge ..... 32 lb. 9 oz.
Fredrick Koehn, Motorola, Phoenix, Ariz.

Northern Pike ..... 24 lb.
William Heckrodt, Dow Corning, Midland, Mich.

Perch, White ..... 2 lb.
John McCafferty, Brookhaven Natl. Lab, Upton, N.Y.

Salmon, Atlantic ..... 18 lb. 8 oz.
G. H. L. Affleck, RCAF Station, Goose Bay, Labrador

Salmon, Chinook ..... 30 lb. 9 oz.
Ken Fick, Puget Sound Naval Shipyard, Bremerton, Wash.

Trout, Brook ..... 5 lb. 5 oz.
R. W. Chidley, General Motors of Canada, Oshawa, Ont.

Trout, Brown ..... 8 lb. 11 oz.
Quentin Sommers, 3M Co., St. Paul, Minn.

Trout, Lake ..... 25 lb. 8 oz.
Wm. Rosenthal, Jr., Goodyear Tire & Rubber, Lincoln, Neb.

Trout, Rainbow ..... 10 lb. 4 oz.
Harold Lemire, Boeing Co., Seattle, Wash.

Walleye ..... 12 lb. 7 oz.
Adolph Ryniak, GM Tech. Center, Warren, Mich.

Salt Water Division

Bonito ..... 10 lb. 6 oz.
Harvey Eckoff, Martin Co., Orlando, Fla.

Dolphin ..... 41 lb. 14 oz.
Wm. Klawe, Martin Co., Orlando, Fla.

Flounder ..... 1 lb. 14 oz.
Gene Hoke, Martin Co., Orlando, Fla.

Kingfish ..... 25 lb.
J. A. Kobberup, Martin Co., Orlando, Fla.

Sailfish, Atlantic ..... 55 lb.
W. F. Armstrong, Martin Co., Orlando, Fla.

Sailfish, Pacific ..... 114 lb.
Edward Weiss, Republic Aviation, Farmingdale, N.Y.

Spotted Weakfish ..... 10 lb. 14 oz.
Gertrude Anglin, Martin Co., Orlando, Fla.

Striped Bass ..... 58 lb. 8 oz.
Andrew Lang, Olin Mathieson, New Haven, Conn.

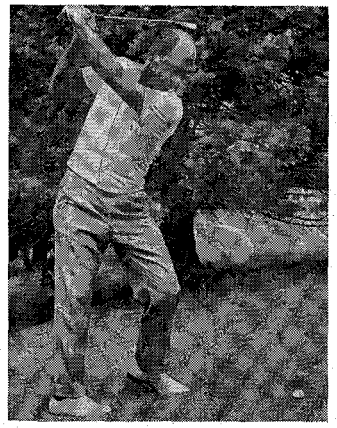
Tarpon ..... 80 lb.
George Harris, Martin Co., Orlando, Fla.

Yellowtail ..... 53 lb.
Pete Powers, General Dynamics, Pomona, Calif.

Golf

The Goodyear Tire & Rubber Co. team from Akron, O., fired a fine four-man total of 572 for 36 holes to win the Class "A" team championship in the 20th Annual National Industrial Golf Tournament. The competition was held last August on the Ellis Potter and Twin Run municipal golf courses in Hamilton, O. A total of 84 teams (336 players) from nine states participated.

Ed Hanna, a mat room employee playing on the Goodyear #2 team, was dramatically crowned Class "A" medalist when he nosed out Bob Brown of



Ed Hanna

Goodyear on the third hole of a "sudden death" play-off. Hanna and Brown were tied for the lead at the completion of regulation play with identical 66-70—136 scores.

The Class "B" team championship was captured by the Allis-Chalmers Mfg. Co. quartet from Milwaukee with a 630 score.

Bill Brotherton, Monsanto Research Corp. team #2 of Miamisburg, O., won Class "B" medalist honors with a score of 80-71—151.

The list of winners follows:

Class "A" Teams	**Score**
Goodyear Tire & Rubber Co., Akron, O.	283-289—572
MacGregor/Brunswick, Cincinnati	293-295—588
ARO, Inc., Arnold Air Force Station, Tenn.	297-299—596
National Cash Register Co. #1, Dayton, O.	294-303—597
Wright-Patterson Air Force Base #1, Dayton, O.	301-298—599
Ford Motor Co., Dearborn, Mich.	306-294—600
Thompson Ramo Wooldridge, Inc., Cleveland	298-303—601
Westinghouse Electric Corp., Mansfield, O.	296-310—606
Goodyear #2, Akron, O.	301-307—608
Bendix Products, South Bend, Ind.	295-316—611
Class "B" Teams	
Allis-Chalmers Mfg. Co., Milwaukee	330-300—630
Ross Gear Div. #1, Lafayette, Ind.	332-300—632
Grimes Mfg. Co. #1, Urbana, O.	330-303—633
Motorola, Inc. #1, Franklin Park, Ill.	337-297—634
Goodrich #5, Akron, O.	323-311—634
Monsanto Research Corp., Miamisburg, O.	329-306—635
Inland Mfg. Div., GMC #1, Dayton, O.	326-313—639
VR/Wesson Co., Waukegan, Ill.	323-317—640
Argonne National Laboratory, Argonne, Ill.	335-306—641
Kaiser Aluminum & Chem. Corp. #2, Newark, O.	334-307—641

Individual Low Medalists—

Class "A"	**Score**
Ed Hanna—Goodyear #2, Akron, O.	66-70—136
(Tie—Hanna won sudden death play-off on 3rd hole)	
Bob Brown—Goodyear Tire & Rubber Co., Akron, O.	66-70—136
Ronald Stokley—MacGregor/Brunswick, Cincinnati	70-67—137
Pat Coyne—Ford Motor Co., Dearborn, Mich.	70-70—140
Harold Harmony—Inland Mfg. #1, Dayton, O.	73-69—142
Mearl Ashton—Goodyear, Akron, O.	70-73—143
C. L. Smith—Goodyear, Akron, O.	72-72—144
Donald Hermes—Keystone Steel & Wire, Peoria, Ill.	72-72—144
Class "B"	
Wm. Brotherton—Monsanto Research #2, Miamisburg, O.	80-71—151
Harvey Wickman—Allis Chalmers, Milwaukee	78-75—153
Tink Bennett—Ross Gear Div. #1, Lafayette, Ind.	79-74—153
Joe Collins—Delco Moraine #2, Dayton, O.	80-75—155
Mike Siwicki—Motorola, Inc. #1, Franklin Park, Ill.	84-71—155
Jim Rouse—Ampco Metal, Milwaukee	81-74—155
Joe Kelemen—Standard Register #1, Dayton, O.	79-77—156
James Steck—Allis Chalmers, Milwaukee	85-71—156

Rifle

Denny Wu, the fuel injection expert with Ford Motor Co. in Ann Arbor, Mich., took top individual honors in the 7th Annual NIRA/NRA Rifle Championships firing a 197 out of a possible 200 score. Denny has won the event twice before—with a 198 in 1961 and a 197 in 1963.

As the top industrial rifleman in the nation this year, Wu was awarded a European Wild Boar hunt on a preserve



Denny Wu and "friend"

near Montour, Ia. There he downed a 300-lb. tusker.

The Grumman Gophers team #1 of Grumman Aircraft, West Babylon, N.Y., took first place in the team competition.

Participation in the 1965 postal event was up, with 61 teams entered in the tournament.

The list of top ranked individuals and teams follows:

Individual Rifle Awards

T. Y. Wu, Ann Arbor, Michigan—Ford Motor Company ... 197

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W. E. Summers, Akron, Ohio—Goodyear Tire & Rubber Company 196
R. Hixenbough, Cuyahoga Falls, Ohio—Goodyear Tire & Rubber Co. 195
Jon A. Oxley, Midland, Michigan—Dow Corning Corp. ... 194
Robert A. Utter, Auburn, Washington—The Boeing Company 193
Paul K. Nielsen, Playa Del Rey, Calif.—No. American Aviation 193
Robert W. White, Seattle, Washington—The Boeing Company 193
William B. Woodring, Stony Creek, Conn.—Olin Mathieson Chem. Corp. 193
Paul Waisanen, West Babylon, N. Y.—Grumman Aircraft Eng. Corp. 193
Henry L. Woltman, St. Paul, Minnesota—3 M Company .. 192

Team Rifle Awards

Grumman Gophers Aircraft Team #1, West Babylon, New York 772
Zeppelin Goodyear Tire & Rubber Team #1, Akron, Ohio 762
The Dow Chemical Company Team #1, Midland, Michigan 757
Ford Motor Mustangs Gun Club, Detroit, Michigan 757
North American Aviation, Inc. Team #1, Los Angeles, Calif. 753
Puget Sound Naval Shipyard Recreation Assn. Team #1, Bremerton, Wash. 753
Boeing Employees Rifle & Pistol Club "Gold Team," Seattle, Washington 752
Frigidaire Division GMC Rifle Team #1, Dayton, Ohio... 745
IBM Pistol & Rifle Club, Poughkeepsie, New York 745
Grumman Aircraft "White" Team #2, West Babylon, New York 744

CO_2 Awards

Ronald Knight, North American Aviation, took individual honors in the rifle division of the CO_2 event; North American Aviation's Team #1, took team honors.

In the pistol division of CO_2, William T. M. Roberts, of North American Aviation, took top place, and Lockheed's LERA Gun Club Team #1, from Sunnyvale, Calif., won the pistol team competition.

Pistol

The nation's top industrial pistol marksman for 1965 is Buddy Lindsey, Union Bag-Camp Paper Corp., Savannah, Ga. To earn the title, Lindsey outgunned 335 other pistol marksmen in the 7th Annual NIRA/NRA Pistol Tournament.

As part of his award, Lindsey received a trip to the National Pistol Matches at Camp Perry, O.



Buddy Lindsey

The team pistol championship was captured by Olin Mathieson's Westerner Club from East Alton, Ill.

A list of the top finishers follows:

Individual Pistol Awards

Buddy G. Lindsey, Savannah, Georgia—Union Bag—Camp Paper Corp. 195
John F. Smith, Savannah, Georgia—Union Bag—Camp Paper Corp. 194
Bruno Massa, Wilsonville, Illinois—Olin Mathieson Chemical Corp. 193
William T. M. Roberts, Los Angeles, Calif.—No. American Aviation 193
Edward J. Lindenbaum, Marietta, Georgia—Lockheed—Georgia Co. 189
Raymond J. Papp, Dearborn, Michigan—Ford Motor Company 188
T. N. Bowers, Smyrna, Georgia—Lockheed—Georgia, Co... 187
Lowell Long, Herculaneum, Missouri—McDonnell Aircraft Corp. 187
Carson E. Thompson, Elmhurst, Illinois—R. R. Donnelley & Sons, Co. 187
Rudy Conversi, Webster, New York—Rochester Gas & Electric Corp. 186

Team Pistol Awards

Olin Mathieson Chemical Westerner Club 1, East Alton, Illinois 725
IBM Pistol & Rifle Club Team #1, Poughkeepsie, New York 722
Lockheed LERA Gun Club Team #1, Sunnyvale, California 717
Ford Motor Gun Club Team #1, Detroit, Michigan 715
Boeing Company "Gold Team", Seattle, Washington ... 710
Goodyear Tire & Rubber Zeppelin Rifle Club Team #1, Akron, Ohio 704
Lockheed Gun Club, Marietta, Georgia 702
Olin Mathieson Chemical "Winchester Team #1," New Haven, Conn. 701
McDonnell Aircraft Corp. Rifle & Pistol Team 2, Creve Coeur, Mo. 701
Union Bag—Camp Paper Athletic Association Team 1, Savannah, Ga. 698

Skeet Invitational

A smoothly-functioning team from the Westerner Club of Olin Corp., East Alton, Ill., shot its way to victory in the 1st Annual Industrial Invitational Skeet Championship, held last October at the Hilldale Shooting Fields just outside of Chicago.



Olin's Westerner Club

The championship was co-sponsored by NIRA and Winchester Franchise Operations.

The Westerner team fired an excellent 232 to nose out the Olin Corp. team from New Haven, Conn., which had a 227. Third in the standings was the Mars Candy Co. team from Chicago with 211. Rand McNally of Skokie, Ill. was fourth with 195 and Chicago Rawhide fifth with 156.

The top two teams received a weekend game and target shoot at Nilo Farms in southern Illinois, courtesy of Winchester Franchise Operations.

High gun in the event was Bob Dubree of the Westerner Club, who won an exciting shoot-off from Jim Moravech, an alternate on the Olin team from New Haven. The two men had identical scores of 25-24—49 at the end of the regular competition. Dubree received a Winchester Model 1400 skeet gun for his fine shooting.

Armco Trapshoot

The host team from Armco Steel Corp. Middletown, O., fired a 237 total to win the 16th Annual National Industrial Trap Shooting Championships which, this year, was co-sponsored by NIRA.



Armco's Team #1

A record entry of 535 shooters from 51 companies in 7 states participated at the picturesque Middletown Sportsmen's Club last September.

Top individual honors and a Winchester Model 1200 trap gun, courtesy of NIRA, went to 23-year old Dave Berlet, Hannifin Press Co. assembly man from Wapakoneta, O. Dave survived a double shoot-off to gain the honor.

The first and second place Armco teams, in addition to winning the lion's share of over $1,000 in silverplate, re-

ceived a weekend game and target shoot at Nilo Farms in southern Illinois, courtesy of Winchester Franchise Operations.

A list of the top teams in the 1965 event follows:

Armco Steel #1, Middletown, O.	237
Armco Steel #3, Middleton, O.	236
Champion Papers, Hamilton, O.	236
The Westerner Club, Olin Corp., East Alton, Ill.	235
Armco Steel #4, Middleton, O.	233
National Cash Register #1, Dayton, O.	232
Olin Corp. #1, New Haven, Conn.	232
Remington Arms, Bridgeport, Conn.	232
Joseph E. Seagrams & Son #1, Lawrenceburg, Ind.	231
Delco Moraine #1, Dayton, O.	230
Proctor & Gamble, Cincinnati	230
Walz Motor Co., Alton, Ill.	230

Deer Trophy

One event, the Deer Trophy Contest, is still under way. The contest, co-sponsored by NIRA and NRA, will determine the best racks of mule and whitetail deer shot by industrial hunters during the 1964 and 1965 seasons.

Hunters rate their deer with the official Boone & Crockett rating forms and submit the forms for judging.

The best over-all rack will win an antelope hunt at the famous Elk Horn Ranch near Cody, Wyoming in November, 1966.

A report on the winners will be carried in R/M early in 1966.

Dayton Bowling Meet

The National Industrial Bowling Tournament held at the Varsity Lanes in Dayton, O., although not a NIRA-sponsored event, annually attracts hundreds of bowlers from NIRA member companies across the country. The event is now the largest tournament of any kind open exclusively to industrial employees.

The list of the top teams in the 28th annual event follows:

Team	Score	Prize
Avondale Credit Union (Chev. Muncie), Muncie, Ind.	3152	$17,500.00
Drinkman Stars (Int. Harv.), Indianapolis, Ind.	3147	8750.00
Monarch Lathes No. 1, Sidney, O.	3142	4375.00
Gray's Five (U.S.P.O.), Detroit, Mich.	3119	1975.00
Pick Ups (Chas. Taylor & Son), Portsmouth, O.	3119	1975.00
Little Richards (Kroger), Cincinnati, O.	3115	1500.00
Hudepohl (Wacline, Inc.), Dayton, O.	3107	1250.00
Mustangs (Ford), Dearborn, Mich.	3106	1200.00

World Softball Champs

Another activity in which there is a high percentage of participation by NIRA member companies is the World Softball Championships, annually sponsored by the Amateur Softball Assn.

Here's the results of the 1965 competition:

MEN'S SLOW PITCH—INDUSTRIAL: E. L. Wiegand Co., Pittsburgh, 5-3 over Pharr-Yarn of McAdenville, N.C.

MEN'S SLOW PITCH—OPEN: Skip A. C. of Pittsburgh, 23-7 over Gatliff of Newport, Ky.

MEN'S SLOW PITCH—16 INCH: Bobcats, Chicago over Ken Allen of Chicago.

MEN'S FAST PITCH: Sealmasters, Aurora, Ill., 2-0 over Clearwater, Fla.

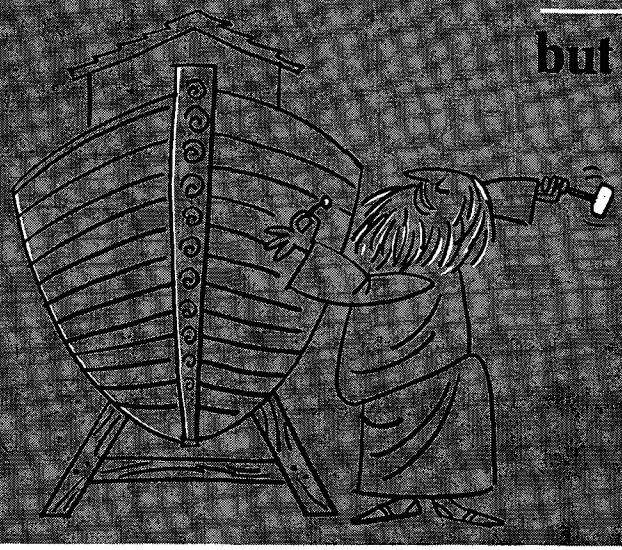
WOMEN'S SLOW PITCH: Art's Acres, Omaha, Neb., 3-1 over Worthville, N.C.

WOMEN'S FAST PITCH: Lionettes, Orange, Calif., 1-0 over Stratford, Conn. ■■

TRAVEL HAS ALWAYS BEEN GOOD FOR BUSINESS

NOAH Started the GROUP TRAVEL idea . . .

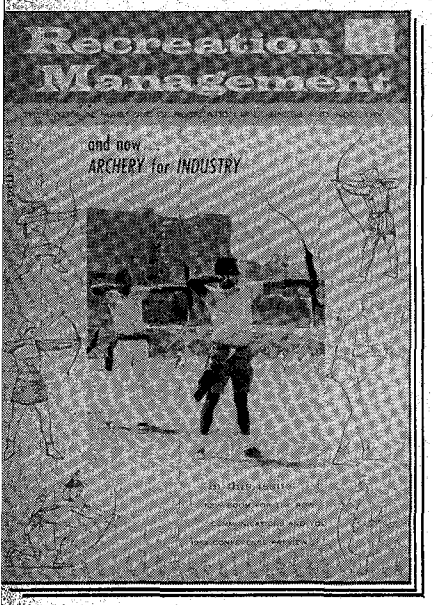
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Too bad Noah never knew KKS International, the dependable people that take ALL the fuss and bother out of group travel planning. Whether it's transportation, hotels, sightseeing or special events—everything is smoothly arranged in the most meaningful way possible—by KKS experts in on-the-spot offices all over the world. These local residents really know their way around—and how to get your group the best of everything—better rates, better accommodations, better schedules. What better way to make your group travel dollar go farther? So whether you're travel planning for two-by-twos or even the hundreds, let KKS International provide the personalized program of travel excitement.

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SERVICES for MEMBERS of NIRA



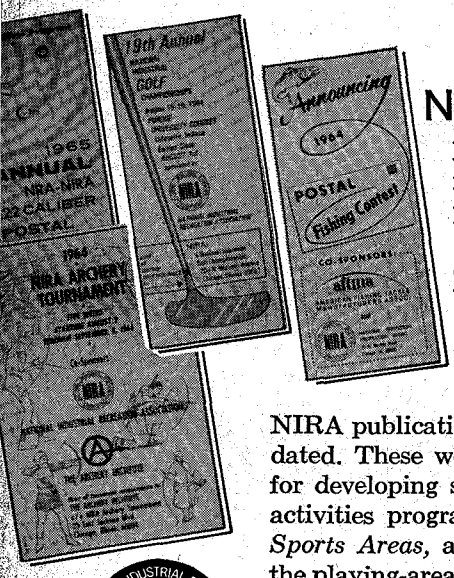
RECREATION MANAGEMENT

Published ten times yearly, R/M is the only national magazine exclusively devoted to cov age of the employee activities field. Each issue has a specific theme, such as "Group Trav "Spring Sports," "Employee Hobby Clubs," "Winter Sports," or "Bowling." Reports timely subjects are included, and the *NIRA Newsletter, Idea Clinic, Tournament Top* and *Let's Talk Travel* sections appear as regular features. Profiles of individual compa programs, an annual *Buyers Guide, Membership Directory, Conference Proceedings,* pla ment ads, and other features make it the industrial recreation administrator's handbook

CONFERENCES

Annually, NIRA conducts local, regional, and national meetings for its members. At the National Conference, manufacturers of employee recreation products and services set up exhibits to show industrial activities administrators how to improve their programs. Perhaps more significant are the specialized seminars, workshops, round tables and the like, where the attendants get the opportunity to thrash out individual employee recreation problems, as well as get new insights into the organization, administration, and day-to-day operation of the recreation program.

NATIONAL NIRA CONFERENCE AND EXHIBIT

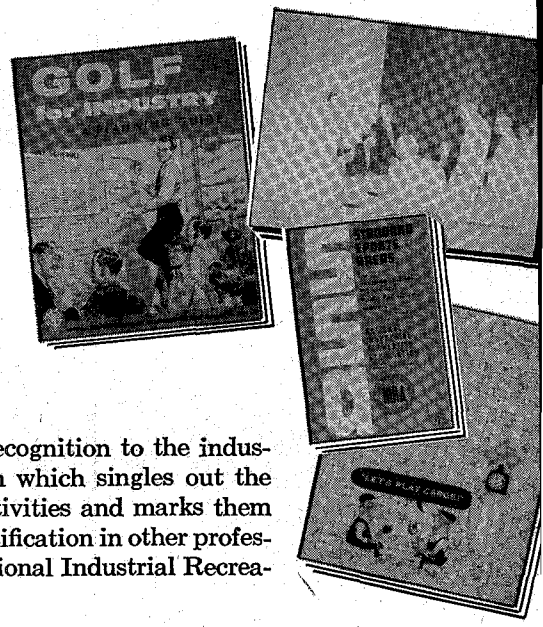


NATIONAL TOURNAMENTS

Each year NIRA members are invited to participate in one or all of the association's eig national tournaments. NIRA currently hosts and/or co-sponsors nationwide industrial cha pionships in Bowling, Rifle, Pistol, Fishing, Bridge, Archery, Golf, and Deer Trophy even Most of the tournaments are run on a "postal" basis (i.e., through the mail). These even can help stimulate interest in company programs through prize and trophy incentives offer by NIRA. An employee of your firm could be a national champion.

PUBLICATIONS

NIRA publications are constantly being produced and updated. These works describe the step-by-step procedures for developing specialized activities within the employee activities program. These publications include *Standard Sports Areas,* a NIRA-copyrighted book which contains the playing-area specifications for 70 major indoor and outdoor sports and their variations; *Let's Play Cards; Golf for Industry; How to Set Up Tournaments,* and others, included as a membership service.





PROFESSIONAL SOCIETY

The Certified Industrial Recreation Administrator program gives recognition to the industrial recreation director as a professional. "CIRA" is a designation which singles out the achievements of individuals who run their company's employee activities and marks them as well qualified to administer the recreation program. Similar to certification in other professional organizations, the CIRA program is administered by the National Industrial Recreation Association and is open to *any* qualified man or woman.

HELMS AWARD PROGRAM

The Helms Industrial Recreation Award is given yearly by NIRA to the five member firms whose contributions to the field of industrial recreation have been most significant during the year. A panel of specialists in the field of recreation serve as judges of the nominated firms. The award is the highest honor which a company can win through excellence in the field of industrial recreation.

PRESIDENT'S BULLETIN

Periodically, NIRA sends members special reports on association programs and projects. Called *The President's Bulletin* these mailings also include program aids, rule books, film guides, reprints of articles about NIRA from non-association publications, and other miscellaneous materials which are of value to the recreation administrator.

OTHER SERVICES

NIRA provides, in addition to the specific se ices already named, the special counsel of staff and advisory committee; a complete ref ence library of useful materials, research ports, and club constitutions; a confident placement service; its own research arm—T National Industrial Recreation Research a Educational Foundation, and the NIRA Tra Council to assist with employee group tra programs. Perhaps most significantly, NI provides what *only* an association can—a for for the free exchange of ideas among the me bers of one's profession.

1965 PROCEEDI GS

SELECTIONS OF THE BEST SEMINAR REPORTS FROM NIRA'S NATIONAL CONFERENCE IN MILWAUKEE

On the next nine pages, appear a number of constructive reports on a wide range of recreation and related topics as presented at the various seminars that were held during NIRA's 1965 National Conference at Milwaukee. Each individual is an authority on the subject which he presents. It is hoped that these proceedings will become a permanent part of each recreation director's industrial recreation library.

The Changing Nature of Your Job

R. L. HANSEN, Manager, Employee Activities, Goodyear Aerospace Corp., Akron, O.

The accelerating rate of industrial progress is rapidly projecting our economy into an automated age that will soon exceed our wildest imaginations. Inevitable by-products of this space-age economy will be shorter and shorter work hours, longer vacations and earlier retirements. With this superabundance of employee leisure time, industrial, local and national leaders in the field of recreation must keep pace with new and better programs.

We must recognize that automation is affecting the entire family. New and better homes with a multitude of labor-saving devices, and constructed of easier to maintain materials, are leaving Mrs. America, too, with many hours of leisure. Recreation is no longer an employee problem with the lion's share of the recreation dollar spent on Dad's bowling and golf, but becomes a family affair with an increase in the need for more and better togetherness programs.

We must realize that our recreation-bent population is no longer watching but doing. The trend is from spectator to participant activities. More and more activities that drain off the employee's surplus energies will be needed in our era of leisure.

continued on next page



Plan your group VACATION with your very own airliner and crew!

GO THE PROPer SET WAY!
GO INTERNATIONAL!

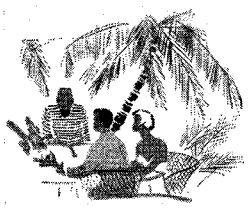


Three attentive stewardesses to serve your every need — sumptuous meals served from galleys designed for international cuisines and prepared by a famous airline caterer — and of course bar service is available if desired.

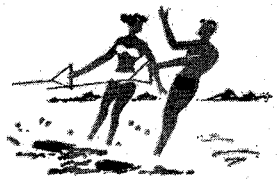
You'll share the thrill of traveling with your friends . . . you'll relive the congenial moments over and over again.

For *goodness* sake — when you charter — fly MODERN.









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continued from page 33

We must also plan for the avalanche of retirees, the majority of which will be on full time leisure. In the foreseeable future, employees will be retired at an even earlier age. The old standard checkers and chess will soon fail to satisfy their recreation needs.

A recreation director will no longer be considered just an "equipment handler" but will play an increasingly important part in management. Industry will be even more cognizant of the need and value of a stepped-up program and will provide more personnel, more facilities and more funds. The recreation director of the future must be specialized in his field and prepared to accept these added responsibilities.

Emphasis On Recreation

The Government's poverty fight and the step-up in education can be expected to swing the pendulum more toward the cultural side of recreation with a consequent increase in interest in dramatics, music, art, etc.

Leisure time activities for young and old rank high in national and local planning for the future, i.e., the President's Physical Fitness Program. Industry is already burdened with a lion's share of the community program, but a recreation director can, in the future, be expected to work even closer with civic programs.

All systems are "Go" for the future in the recreation field. The director who hopes to stay with it will have to keep pace or be left on the launching pad.

How To Start A Coin Club

R. S. YEOMAN, General Manager—Coin Division, Whitman Publishing Co., Racine, Wis.

It is expected that this audience is acquainted with the mechanics of sponsoring, subsidizing and regulating employee participation in various activities. Benefits of morale, sense of identity with a company, loyalty and other dividends gained from grouping people with common interests are too well understood by you people for me to say more.

Numismatics, as coin collecting is known, has been called the world's fastest growing hobby. As few as 4 million and as many as 10 million have been estimated as collecting coins in this country. Ancient Greeks were known to be coin collectors, so it can be said that it is also the world's *oldest* hobby.

The chances are that of every 100 employees in your company, at least 5 collect coins. It would be surprising if no one in this room has not put away some coins in coin folders, in envelopes or some such orderly arrangement.

No Barriers

There is no particular age, degree of wealth, temperament, education or physical requirement that would exclude any man or woman presently employed in your shop or office. Simple interest in collecting coins in daily change—coins in purse or pocket, is the only qualification needed to get together with one's fellow workers and improve one's collection. A Club brings out a wide variety of interests in coin collecting such as history, economics, finance, art and even metallurgy.

If the objective of your company's recreation program among its workers is to improve morale and promote togetherness, there is no catalyst like the hobby of numismatics. The equipment for furthering the hobby is minimal and very little of the expense falls on the recreation budget. Coin reference books and holders are truly inexpensive and are the responsibility of the individual and remain in his possession.

A nucleus can usually be formed quickly with a simple bulletin board notice headed: "Calling all Coin Collectors!" A few of your employees are undoubtedly already members of a nearby local club.

Club by-laws are standard. Meeting details are incidental enough only to cover organizational requirements. The collectors get together to talk coins, swap, and listen to speakers so they can learn more about coins and related items such as medals, tokens and paper money.

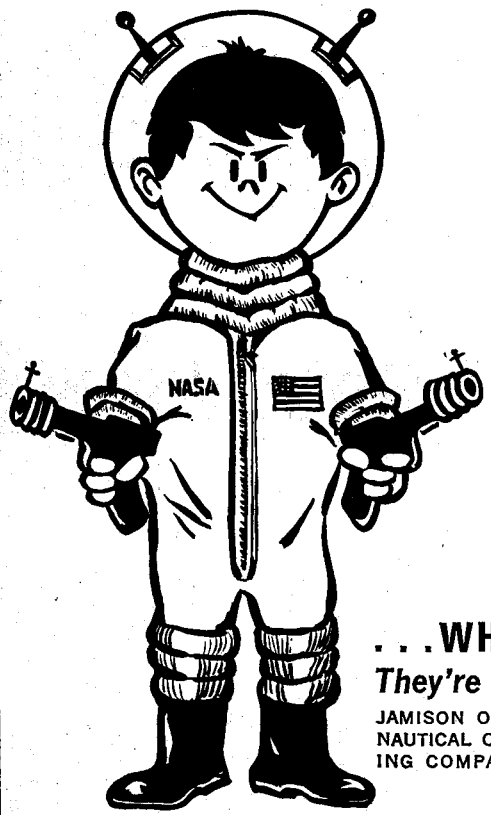
It's an all year project. It's especially needed in cold months when collecting activity is at its height, and outdoor sports are less demanding of a person's time and energy.

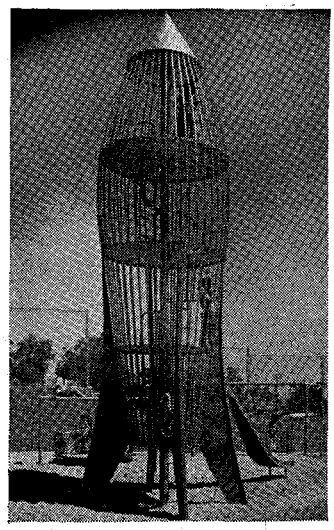
An individual company may have restrictions on some activities, but I recommend that the following features be a part of the Club program.

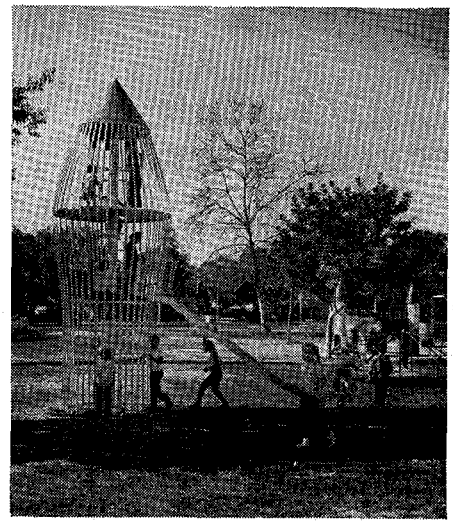
Meet promptly after a regular large shift, 4-5 P.M. or thereabouts and place a time limit

continued on page 45

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NIRA

BUYERS GUIDE

1966

URPOSE OF THE GUIDE: It is NIRA's primary intention in developing this guide to ve you, the recreation director, a useful year-round tool for the selection and urchase of recreation goods and services; secondly, the guide is intended to provide unique service to the companies listed here, because they have demonstrated their pport for NIRA through memberships, advertising, or exhibits at NIRA conferences. **OW TO USE:** Firms are listed in alphabetical order in sections which describe their eneral field of interest—"SPORTING GOODS, TRAVEL," etc.—and when further classi- cation is necessary, according to a specific product or service—"Table Tennis, Tour perator," and so forth. (For a complete breakdown of categories, see top of next age.) **ADS IN THIS ISSUE:** In many cases, the firms listed in the Guide have adver- sements in this issue. A note to that effect is carried with the listing and it will be elpful to you to refer to the ad for a complete product appraisal when using the guide.

NIRA

BUYERS GU DE

ATHLETIC APPAREL
BEVERAGES
CRAFTS & GAMES
ENTERTAINMENT
FACILITIES
—Architects
—Recreation Equipment
—Maintenance Supplies
PRIZES, TROPHIES, GIFTS
SERVICE ORGANIZATIONS
SPORTING GOODS
—Archery
—Baseball
—Basketball
—Billiards
—Bowling
—Fishing Tackle
—Football
—Golf
—Softball
—Shooting Sports
—Table Tennis
—Tennis
TRAVEL
—Carriers
—Hotels & Resorts
—Tour Operators
—Convention Bureaus
VENDING
MISCELLANEOUS

ATHLETIC APPAREL

AMERICAN TROPHY & AWARD CO. 312 WE 9-3252
Complete selection of bowling shirts at industrial league discounts.
—Bowling Shirt Div., P.O. Box 4413, Chicago, Ill. 60680
(See ad on page 26)

AMF PINSPOTTERS, INC. 516 ED 3-6900
Full line of bowling equipment—and sporting goods under the Voit label.
—J. B. Donovan, Jericho Turnpike, Westbury, L.I., N.Y.

BRUNSWICK CORP. 312 341-7000
Complete line of bowling accessories.
—J. G. Thomas, V.P., 69 W. Washington, Chicago, Ill. 60602

BRUNSWICK SPORTS 513 541-3464
Varied line of athletic and sportsman's apparel under "MacGregor" and "Red Head" labels.
—4861 Spring Grove Ave., Cincinnati 32, Ohio

AMERICAN KNITWEAR & EMBLEM MFRS. 603 382-8936
Imprinted sweat shirts, tee shirts, jackets, gym suits, hats, emblems, pennants, ribbons, banners. Custom-made. Submit quantity and design.
—Dick Keezer, Sls. Dir., Chadwick St., Plaistow, N. H. 03865

CONVERSE RUBBER CO. 312 FI 5-3440
Footwear for basketball, tennis, track, football, boating, fishing, and hunting.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.

DALLAS UNIFORM CAP & EMBLEM MFG., INC. RI 2-4511
Sports caps; Swiss embroidered emblems.
—2930 Main St., Dallas, Texas 75226

KING LOUIE INTERNATIONAL, INC. 816 BA 1-2977
Bowling shirts and blouses; skirts and slacks.
—331 W. 72nd St., Kansas City, Mo. 64114

NATIONAL SPORTSWEAR & CREST CO.
Tee shirts, sweat shirts, jackets, emblems, name patches.
—Westville, N.H. 03892

NATIONWIDE BOWLING SHIRTS, INC. 312 287-0130
Complete line of bowling shirts and blouses.
—1860 Wilmot Ave., Chicago, Ill. 60647

THE MAC GREGOR CO.
Varied line of sporting goods apparel. (See listing under Brunswick Sports.)

BEVERAGES

THE COCA-COLA CO. 404 TR 5-3411
Manufacturer of syrup for Coca-Cola, Sprite, Fanta, and Tab for bottle, fountain, pre-mix, can. Offered to industry through bottlers, wholesalers, jobbers, and cup operators in vending machines and over-the-counter dispensers.
—Gilmer Weston, P.O. Drawer 1734, Atlanta, Ga. 30301

THE SEVEN-UP COMPANY 314 GA 1-0960
Seven-Up is available in bottles, cans, pre-mix or fountain syrup. Vending machines and special events equipment available in most areas. Contact local Seven-Up bottler.
—J. R. Schaack, 1300 Delmar Blvd., St. Louis, Mo. 63103

CRAFTS & GAMES

THE "BINGO KING" CO., INC. 303 789-1821
Everything you need for "good bingo" from one source. Automatic cards, marker cards, electric blowers, flashboards. Free bulletins give you hundreds of ideas. Complete information on how to set up your own Employee's Bingo Program.
—Ernest R. Conrad, P.O. Box 1178, Englewood, Colo. 80110
(See ad on page 56)

KRYPTO CORP.
Manufacturer of Krypto, the new card-type math game that's as stimulating to a grade school grad as it is to a Ph.D. Can be played alone, like solitaire, in a group, or in teams.
—2 Pine St., Dept. RM, San Francisco, Calif. 94111
(See ad on page 47)

U. S. PLAYING CARD CO.
Manufacturers of playing cards: Congress, Bicycle, Bee's, etc.
—Allison F. Stanley, Pr., Beech St. & Park Ave., Cincinnati 12, O.

WHITMAN PUBLISHING CO.
Manufacturers of plastic-coated playing cards.
—Div. of Western Publishing Co., Jerry Brown, Adv. Mgr., Racine, Wis.
(See ad on page 2)

WORLD WIDE GAMES 614 363-2324
Wooden games for adults of all ages.
—Frank Frankenberg, Rt. #1, Radnor Rd., Delaware, O. 43015

ENTERTAINMENT

AMERICA ON WHEELS
Roller skating rinks.
—M. L. Farcher, Exec. V.P., 1018 Sherman Ave., Elizabeth, N.J. 07208

BAKER STREET COMPANY
—Seymour Herscher, Company Manager, Broadway Theatre, 1681 Broadway, New York, N.Y. 10019

CHICAGO CUBS
National League baseball team.
—William E. Wonder, Dir. of Customer Services, 410 N. Michigan Ave., Chicago, Ill. 60601

FILMS INCORPORATED
Top flight motion pictures in 16mm prints. For company parties, as a serialized entertainment break at noon hours, for management groups. Write for complete catalog.
—A subsidiary of Encyclopaedia Britannica Films Inc., 1150 Wilmette Ave., Wilmette, Ill. 60091
(See ad on page 57)

LINCOLN CENTER FOR THE PERFORMING ARTS **212 TR 4-4010**
Guided tours including lunch or dinner; tickets to performances in various theatres of Lincoln Center, including Philharmonic Hall, home of the New York Philharmonic; New York State Theatre, with ballet, operetta, musical comedy; Vivian Beaumont Theatre, for drama. Library-Museum of Performing Arts, and the new Metropolitan Opera.
—Carl Cannon, Lincoln Center Plaza, New York, N.Y. 10023

ROA'S FILMS
Recreational and industrial movies for your employees. Noon hour, childrens parties, and training films.
—1696 N. Astor St., Milwaukee, Wis. 53202

HARRY WALKER, INC.
—Harry Walker, Pres., 100 Boylston St., Boston, Mass. 02116

WENGER CORP. **507 451-3010**
Designers and manufacturers of distinctive equipment for the performing arts: Portable stages for level or irregular terrain; portable risers; seating platforms; indoor and outdoor acoustical shells; music stands; chair-stands; cabinets; allied equipment.
(See ad on page 53)

FACILITIES

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RALPH H. BURKE, INC. **312 631-2263**
Architects. Complete architectural and engineering services as recreation consultants. Includes recreation surveys, feasibility studies, site planning, site selection. Design of swimming pools, artficial ice rinks, Par 3 golf courses, recreation centers, marinas, parks.
—J. L. Donoghue, Pr., 20 N. Wacker Dr., Chicago, Ill. 60606
(See ad on page 61)

RECREATION ASSOCIATES **GA 4-5722**

Designers		Indoor tennis courts
Planners	of	Horse barns and riding schools
Engineers		Swimming pools, indoor and roof top
Contractors		Marinas

—John Shipp, Scamperdale Farms, Glen Mill Road, Rockville, Md.
(See ad on page 64)

RECREATION EQUIPMENT

AMERICAN PLAYGROUND DEVICE CO.
PARK & PLAYGROUND APPARTUS: Heavy duty playground, swimming pool, dressing room equipment; picnic grills and tables, park benches, softball and tennis backstops, basketball goals and backstops, chain link steel tennis nets, outdoor physical conditioning apparatus.
—Warren P. Miller, President, Nahma, Mich.
(See ad on page 55)

AMF PINSPOTTERS, INC. **516 ED 3-6000**
Manufacturers of automatic pinspotters; underlane ball returns; streamline decor equipment; bowling lanes, pins, balls, bags, and shoes.
—J. F. Donovan, Jericho Turnpike, Westbury, L.I., N.Y.

BELSON MFG. CO., INC. **TW 7-8489**
Campstoves, picnic tables, park shelters, bleachers, bike racks and grandstands.
—East River Rd., North Aurora, Ill. 60542

BRUNSWICK CORP. **312 341-7000**
Manufacturers of automatic pinspotters and billiard tables, as well as complete line of bowling and billiard facility equipment.
—G. J. O'Keefe, 69 W. Washington, Chicago, Ill. 60602

COIN-LOK SYSTEMS, INC. **716 456-1161**
Coin-operated lockers for all recreation facilities.
—Subsidiary of American Locker Co., George Niden, Exec. V.P., Jones & Gifford Ave., Jamestown, N.Y. 14701

GAME-TIME, INC. **616 542-2345**
Playground equipment, physical fitness equipment, park equipment and furniture.
—Robert Wormser, Litchfield, Mich.

GRIP-TRIPLER, INC. **414 FL 2-6945**
Three-way exerciser and strength tester employs new X-ometric principle (isotonic and isometric).
—243 W. Mt. Royal Road, Milwaukee, Wis. 53217

THE DELMER F. HARRIS CO. **913 CH 3-3321**
PLAYMATE playground equipment.
—Delmer F. Harris Jr., P.O. Box 288, Concordia, Kans. 66901
(See ad on page 61)

JAMISON MFG. CO.
Offers complete playgrounds in such themes as Space, Pioneer, Nautical or Storybook. Write for colorful free catalog.
—510 E. Manchester Ave., Los Angeles, Calif. 90003
(See ad on page 34)

KWIK BILT, INC.
Manufacturer of packaged recreation shelters.
—Box 19834, Dallas, Tex.
(See ad on page 61)

THE MEXICO FORGE, INC.
Varied line of children's playground equipment.
—Bill Kennedy, Northwest Dr., Reedsville, Pa.

MIRACLE EQUIPMENT CO. **515 236-4000**
Complete line of playground equipment featuring fiberglas swings, slides, whirls, tables, benches, and shelters in permanent colors. New 3 and 5 row portable bleacher in rainbow colored fiberglas.
—D. H. Howig, Box 275, Grinnell, Ia. 50112

RECREATION EQUIPMENT CORP. **317 643-5315**
Playground equipment, swimming pool equipment, indoor basketball backstops.
—John D. Nash, Dept. RM, Anderson, Ind.

MAINTENANCE SUPPLIES

HILLYARD CHEMICAL CO. **816 AD 3-1321**
Manufacturers of floor treatment and maintenance materials serving the institutional and industrial trade. Cleaners, waxes, seals, gym finishes, and dressings.
—R. Haskell Hillyard, 302 N. 4th St., St. Joseph, Mo.
(See ad on page 48)

RINK MACHINES INC.
Ice rink equipment, resurfacers and tools.
—417 White Plains Road, Eastchester, N.Y.

RYAN EQUIPMENT CO.
Manufacturers of varied line of lawn care equipment.
—2055 White Bear Ave., St. Paul, Minn.

PRIZES, TROPHIES, GIFTS

AMERICAN TROPHY & AWARD CO. 312 WE 9-3252
Manufacturing and sales. Trophies and plaque awards, business gifts, and specialists in incentive programs for industry. Custom engravers.
—Al Goldberg, 823 S. Wabash Ave., Chicago, Ill.
(See ad on page 26)

EDWIN W. LANE CO. 312 ST 2-2317
Incentive awards, trophies, plaques, emblematic jewelry, business gifts, advertising specialties, prizes.
—Don Thompson, 32 W. Randolph, Chicago, Ill. 60601
(See ad on page 53)

THE FAULTLESS RUBBER CO. 21533
Varied line of sponge and vinyl playballs and balloons.
—East Fourth St., Ashland, O. 44805
(See ad on page 58)

FISHER-PRICE TOYS, INC. 716 652-7000
Manufacturer of preschool toys—push, pull, educational, musical, infant, animal toys, circus toys.
—Richard H. Morgan, Adv. Mgr., 606 Girard Ave., East Aurora, N.Y. 14052

LION BROTHERS CO., INC. 301 HU 6-1000
World's largest manufacturers of embroidered emblems and insignia for identification, awards, etc.
—John C. Atkinson, Owings Mills, Md. 21117

ONEIDA SILVERSMITHS 315 FN 3-3000
Manufacturers of fine holloware and trophies for all events. Write for complete catalog of items that are handsome and useful, not just ornamental.
—Arthur W. Kidd, Sls. Mgr., Oneida, N.Y. 13423

ORGANIZATION SERVICES, INC. 313 TE 4-9020
Picnics, parties, favors, incentives, gifts. Specialists in Christmas parties for children.
—Irv Richter, Pr., 8259 Livernois, Detroit 4, Mich.

I. PUKEL, INC. 212 GR 7-7733
Imported Swiss musical and plain stuffed toys. Samples on request.
—Isadore Pukel, 107 E. 2nd St., New York, N.Y.

SAUNDERS MFG. & NOVELTY CO. 216 241-3817
Christmas toys and packages, candy canes and stockings; party favors and hats for New Year's.
—Dave Shanker, 708 Frankfort Ave., Cleveland, O. 44113

DAVE WEISBERGER & ASSOCIATES INC. 312 DE 7-4962
Plush toys, ladies handbags, pillows, casual slippers, Cannon towel sets, gifts.
—Dave Weisberger, 1480 Merchandise Mart, Chicago, Ill. 60654

WILSON TROPHY CO. PA 6-2626
Trophies, medals, service pins, etc. Designer and manufacturer with direct sales.
—C. W. Wilson, P.O. Box 9596, St. Louis, Mo. 63112

SERVICE ORGANIZATIONS

AMATEUR SOFTBALL ASSOCIATION
Official softball rulebook and guide; BALLS & STRIKES, softball newspaper; illustrated softball rules and how to improve your softball; full advisory service to all NIRA members.
—Don Porter, Skirvin Tower, Park Ave. & Broadway, Oklahoma City, Okla.

AMERICAN BOWLING CONGRESS 414 962-3520
A non-profit, non-commercial membership organization dedicated to the highest ideals of service, leadership, rules, specifications to five million tenpin bowlers.
—Frank K. Baker, 1572 E. Capitol Dr., Milwaukee, Wis. 53211

AMERICAN FISHING TACKLE MFRS. ASSN. 312 CE 6-0565
A non-profit organization of U. S. manufacturers whose objective is to maintain a high standard of conduct, efficiency and usefulness to the industry, to the government and to the public.
—A. J. Boehm, Exec. Dir., 20 N. Wacker Dr., Chicago, Ill. 60606

THE ATHLETIC INSTITUTE 312 527-2680
Visual sports instruction aids.
—Jack Schnaedter, Director of Promotion, 805 Merchandise Mart, Chicago, Ill. 60654
(See ad on page 22)

BABE RUTH LEAGUE INC. 609 585-9260
Youth baseball program for boys 13 to 15 years of age.
—Richard W. Case, Exec. V.P., 524-1/2 Hamilton Ave., Trenton, N.J. 08609

BILLIARD CONGRESS OF AMERICA 312 AN 3-6791
Official ruling body of billiards. Publishers of official rule and record book ($1.25); and instructional guide book (.25).
—William Gunklach, Pr., 20 N. Wacker Dr., Chicago, Ill. 60606

BOWLING PROPRIETORS ASSN. OF AMERICA 312 825-5591
National non-profit trade association with varied line of services for proprietor members and establishments. Also sponsors Youth Bowling Association.
—Howard C. Seehausen, Exec. Dir., 111 S. Washington, Park Ridge, Ill.

BOY SCOUTS OF AMERICA 249-6000
Fun, character development, citizenship training, physical fitness programs for the boys of America.
—Wallace Hill, Dir. Industrial Relations, New Brunswick, N.J.

GOLF DIGEST 203 838-5538
A monthly publication, including Review-Preview Annual, containing instructions from golf's best teachers, courses you can play, PGA tournament highlights, and the whole exciting world of golf.
—Richard C. Altman, executive editor, Scribner Ave., Norwalk, Conn. 06856
(See ad on page 57)

INTERNATIONAL ASSN. OF AMUSEMENT PARKS 312 RA 6-1528
Dedicated to publicizing advantages of using amusement parks for company picnics and outings.
—Robert H. Blundred, Exec. Sec., 203 N. Wabash Ave., Chicago, Ill. 60601

NATIONAL BASEBALL CONGRESS
Sponsors District, State and National tournaments for non-professional baseball teams.
—Raymond Dumont, President, Wichita 1, Kans.

NATIONAL BOWLING COUNCIL
Materials and programs for the promotion of bowling in industrial plants, factories, and industry in general.
—A. E. Ebersole, Exec. Secy., 1414 Eye St., N.W., Washington, D. C. 20005

NATIONAL GOLF FOUNDATION INC. 312 527-3564
Nation's source of planning and organizing information for the development of all types of golf facilities. To further promote golf course development, a Field Service Division is available on request for personal consultation. In addition, an Educational Services Division is maintained and provides consultant personnel, books, and films to assist in the establishment of sound programs of golf instruction.
—Harry C. Eckhoff, 804 Merchandise Mart, Chicago, Ill. 60654
(See ad on page 55)

NATIONAL INDUSTRIAL RECREATION ASSN. 312 AN 3-6696
National non-profit association dedicated to promoting recreation among industrial employees. Major source of recreational program information. Publishers of RECREATION MANAGEMENT.
—Don L. Neer, Exec. Dir., 20 N. Wacker Dr., Chicago, Ill. 60606

NATIONAL RIFLE ASSOCIATION 202 783-6505
Recreational shooting programs for rifle, pistol and shotgun. Publications on shooting subjects.
—J. H. Fauntleroy, 1600 Rhode Island Ave., N.W., Washington, D.C. 20036
(See ad on page 49)

NATIONAL SHOOTING SPORTS FDTN., INC. 203 637-3618
Non-profit trade association of sporting arms and ammunition, components, accessories, clothing, etc.; publishing members. Distribute literature on hunting and shooting.
—Charles Dickey, Dir., 1075 Post Rd., Riverside, Conn. 06878

NATIONAL SPORTING GOODS ASSN. 312 HA 7-8191
National trade association for the sporting goods industry; publishers of SELLING SPORTING GOODS, monthly trade magazine.
—G. Marvin Shutt, Exec. Dir., 23 E. Jackson Blvd., Chicago, Ill. 60604

U. S. TABLE TENNIS ASSN. RA 4-2791
Sanctioning tournaments, memberships, club and league affiliation, standards of rules and equipment, publicity, exhibitions, general table tennis information.
—Richard F. Feuerstein, 1031 Jackson St., St. Charles, Mo.
(See ad on page 52)

WOMAN'S INTERNATIONAL BOWLING CONGRESS
Serving individual women tenpin bowlers, with special services for industrial leagues and teams.
—1225 Dublin Rd., Columbus, O.

THE WORLD OUTDOORS, INC. 203 748-2726
Free hunting, fishing, and adventure films in color and sound. Write for free catalogue.
—Fred M. Carley, P.O. Box 549, Danbury, Conn.

SPORTING GOODS

ARCHERY

BEAR ARCHERY CO.
Bear tournament and hunting bows for men and women. Plus a complete line of quality archery accessories.
—Dept. RM, Rural Route 1, Grayling, Mich.

BUFFALO OUTDOOR SPECIALTY CO., INC. 716 693-4490
Manufacturer of life-like archery ranges.
—553 River Road, North Tonawanda, N.Y. 14120
(See ad on page 64)

SHAKESPEARE CO. FI 4-0101
Varied line of archery equipment.
—W. J. Laurent, Adv. Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich.

BASEBALL

ADIRONDACK BATS, INC. 315 429-5281
Adirondack bats.
—Hal Schumacher, Adv. Mgr., McKinley Ave., Dolgeville, N.Y.
(See ad on page 5)

BRUNSWICK-MAC GREGOR CO. 513 541-3464
Varied line of baseball equipment.
—4861 Spring Grove Ave., Cincinnati 32, O.

J. deBEER & SON 518 HO 5-3345
Manufacturer of baseballs.
—John E. Bentley, 66 Orange St., Albany, N.Y. 12201

THE HANNA MFG. CO. LI 8-2244
Baseball Little League, and other youth league bats.
—J. E. Broadnax, P.O. Box 1266, Athens, Ga.

HILLERICH & BRADSBY CO. 502 585-5226
Louisville Slugger bats.
—Jack McGrath, 434 Finzer St., P.O. Box 506, Louisville, Ky. 40201
(See ad beginning on page 11)

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Complete line of baseball gloves and associated equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Complete line of baseball equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Complete line of baseball equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

BASKETBALL

BRUNSWICK-MAC GREGOR CO. 513 541-3464
Complete line of basketball equipment.
—4861 Spring Grove Ave., Cincinnati 32, O.

CONVERSE RUBBER CO. 312 FI 5-3440
"Chuck" Taylor All Star basketball shoes.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.

THE FAULTLESS RUBBER CO. 21533
Manufacturers of basketballs.
—J. W. Hallquist, E. Fourth St., Ashland, O. 44805
(See ad on page 58)

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of basketball equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Varied line of basketball equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Varied line of basketball equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

BILLIARDS

AMF PINSPOTTERS, INC. 516 ED 3-6900
Complete line of billiards for home and commercial use.
—J. F. Donovan, Jericho Turnpike, Westbury, L.I., N.Y.

BRINKTUN INC.
Billiard tables in a wide price and model range.
—5740 Wayzata Blvd., Minneapolis, Minn. 55416
(See ad on page 65)

BRUNSWICK CORP. 312 341-7000
Billiard tables, accessories, maintenance equipment, and instructional films.
—J. G. Thomas, V.P., 69 W. Washington, Chicago, Ill. 60602

THE NATIONAL BILLIARD MFG. CO. 513 271-8888
Professional and home billard tables.
—W. H. Gunklach, 3956 Virginia Ave., Cincinnati 27, O.
(See ad on page 46)

BOWLING

AMF PINSPOTTERS, INC. 516 ED 3-6900
Complete line of bowling equipment and accessories.
—J. F. Donovan, Jericho Turnpike, Westbury, L.I., N.Y.

BRUNSWICK CORP. 312 341-7000
Bowling equipment, supplies, and instructional films.
—J. G. Thomas, V.P., 69 W. Washington, Chicago, Ill. 60602

FISHING

SHAKESPEARE CO. FI 4-0101
Varied lines of fishing tackle.
—W. J. Laurent, Adv. Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich.

CONVERSE RUBBER CO. 312 FI 5-3440
Varied line of fishing boots.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.

FOOTBALL

BRUNSWICK-MAC GREGOR CO. 513 541-3464
Varied line of football products.
—4861 Spring Grove Ave., Cincinnati 32, O.

THE FAULTLESS RUBBER CO. 21533
Manufacturer of footballs.
—East Fourth St., Ashland, O. 44805
(See ad on page 58)

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of football equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Varied line of football equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Varied line of football equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

GOLF

BRUNSWICK-MAC GREGOR CO. 513 541-3464
Varied line of golf goods.
—4861 Spring Grove Ave., Cincinnati 32, O.

BUFFALO OUTDOOR SPECIALTY CO., INC. 716 693-4490
Manufacturer of Putt-A-Bit® indoor and outdoor miniature golf courses; National practice golf driving ranges; complete "international supplier" of golfing equipment; suppliers of indoor and outdoor carpeting.
—553 River Road, North Tonawanda, N.Y. 14120
(See ad on page 64)

B & W GOLF BALL CO. 312 AV 3-7111
—6244 W. Belmont Ave., Chicago, Ill. 60634

G & S ASSOCIATES, INC. 873-7600
Complete line of golfers supplies and club repair and refinishing services.
—3434 N. 84th St., Milwaukee, Wis. 53222

GOLF BALL ADVERTISING CO. 215 LO 3-3745
Golf balls, liquid or steel center, imprinted with company and/or golf league names, trademarks.
—Chick White, Sls. Mgr., P.O. Box 4332, Philadelphia 18, Pa.

HILLERICH & BRADSBY CO. 502 585-5226
Hillerich & Bradsby and Power-Bilt golf clubs.
—Jack McGrath, 434 Finzer St., P.O. Box 506, Louisville, Ky. 40201
(See ad beginning on page 11)

NORTHWESTERN GOLF CO. 312 275-0500
Golf equipment and accessories.
—Chet H. Condon, 4701 N. Ravenswood Ave., Chicago, Ill. 60640

PAR GOLF MFG. CO. 309 787-1757
Golf supplies for indoor and outdoor practice range, miniature, regulation, and Par 3 courses. Wholesale prices on golf balls, bags, clubs, and accessories.
—535 Eighth Ave., Milan, Ill. 61264

PRODUCT INVESTORS CORP., LTD. 212 582-6040
Developers of Golfomat, full scale, 18-hole indoor electronic golf courses.
—41 W. 56th St., New York, N.Y. 10019

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of golf goods.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SHAKESPEARE CO. FI 4-0101
Varied line of golf goods.
—W. J. Laurent, Adv. Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich.

SPALDING SALES CORP. 413 536-1200
Varied line of golf equipment.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WALNUT VALLEY INDUSTRIES, INC. 201 362-4301
Golf balls imprinted with club, league or company name. Buy at wholesale price. Minimum 12 dozen.
—P.O. Box 81, Walnut Valley, Columbia, N.J. 07832

WITTEK GOLF RANGE SUPPLY CO., INC.
Complete line of golf supplies and equipment.
—3650 Avondale, Chicago, Ill. 60618

WILSON SPORTING GOODS CO. 312 GL 6-6100
Complete line of golf equipment.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

SOFTBALL

ADIRONDACK BATS, INC. 315 429-5281
Adirondack bats.
—Hal Schumacher, McKinley Ave., Dolgeville, N.Y.
(See ad on page 5)

J. deBEER & SON 518 HO 5-3345
deBeer softballs.
—66 Orange St., Albany 1, N.Y.

BRUNSWICK-MAC GREGOR CO. 513 541-3464
Complete softball line.
—4861 Spring Grove Ave., Cincinnati 32, O.

THE HANNA MFG. CO. LI 8-2244
Softball bats.
—J. E. Broadnax, P.O. Box 1266, Athens, Ga.

HILLERICH & BRADSBY CO. 502 585-5226
Louisville Slugger bats.
—Jack McGrath, 434 Finzer St., P.O. Box 506, Louisville, Ky. 40201
(See ad beginning on page 11)

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of softball equipment.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Varied line of softball goods.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Equipment and accessories for softball.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

SHOOTING SPORTS

DETROIT BULLET TRAP CORP.
Bullet traps, automated target equipment, electronic control consoles, booths, target holders and outdoor range equipment, individually controlled target-carrying systems.
—1436 East Davis, Dept. RM, Arlington Heights, Ill.

SAVAGE ARMS 413 LO 2-2361
Manufacturers of "Savage," "Stevens," and "Fox" sporting shotguns and rifles; Savage reloading equipment (shot-shell and center fire cartridge). Sole source in U. S. and Canada for "Anschutz" small bore target rifles and "Savage/Anschutz" target and sporting rifles; Savage telescopic sights.
—Div. of Emhart Corp., W. J. O'Connor, V.P. Sales, Westfield, Mass. 01085
(See ad on page 53)

SHOOTING EQUIPMENT, INC. 312 656-6363
Electronically controlled shooting ranges, target transport and timing systems, bullet traps, shooting stalls, and lighting.
—Subsidiary of Dundick Corp., Ted Busch, Sls. Mgr., 4616 W. 20th St., Chicago, Ill. 60650
(See ad on page 60)

WINCHESTER FRANCHISE OPERATIONS 777-7911
Service for industrial shotgun league shooting.
—Jim Dee, 275 Winchester Ave., New Haven, Conn. 06504

TABLE TENNIS

BRINKTUN, INC.
Brinktun Fold-n-Roll tennis tables.
—5740 Wayzata Blvd., Minneapolis, Minn. 55416
(See ad on page 65)

HAMILTON ERICKSON MFG. CO.
Mobile folding tennis tables.
—Two Rivers, Wis.
(See ad on page 51)

T. F. TWARDZIK & CO., INC. 717 462-2745
Sale or lease dispensers of table tennis balls. Distributor of table tennis balls, tables, bats, nets.
—T. F. Twardzik, 600 E. Center St., Shenandoah, Pa. 17976

TENNIS

BRUNSWICK-MAC GREGOR CO. 513 541-3464
Complete tennis line.
—4861 Spring Grove Ave., Cincinnati 32, O.

CONVERSE RUBBER CO. 312 FI 5-3440
Tennis shoes.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied tennis line.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166

SPALDING SALES CORP. 413 536-1200
Varied tennis line.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.

WILSON SPORTING GOODS CO. 312 GL 6-6100
Varied tennis line.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

MISCELLANEOUS SPORTING GOODS

ADIRONDACK BATS, INC. 315 429-5281
Skis, toboggans, croquet sets, hockey sticks and water skis.
—Hal Schumacher, McKinley Ave., Dolgeville, N.Y.
(also see other SPORTING GOODS listings)
(See ad on page 5)

BRUNSWICK SPORTS
Brunswick manufactures varied lines of athletic goods including basketball, baseball, softball, track, golf, football, and others under the MacGregor label; a varied line of sportsman's apparel under "Red Head" label.
(see other SPORTING GOODS listings)

CONVERSE RUBBER CO. 312 FI 5-3440
Footwear for field, court, boating, and hunting.
—Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill.
(also see other SPORTING GOODS listings)

THE FAULTLESS RUBBER CO. 21533
Varied line of athletic balls, including volleyballs and kickballs.
—G. P. Glasser, East Fourth St., Ashland, O. 44805
(also see other SPORTING GOODS listings)
(See ad on page 58)

GYMNASTIC SUPPLY CO., INC.
120 page athletic catalog contains a complete display of gym and field equipment. Covers all major sports, minor sports, and many other hard-to-find athletic items.
—247 W. Sixth St., P.O. Box 1470, San Pedro, Calif. 90731

RAWLINGS SPORTING GOODS CO. 314 CH 1-2900
Varied line of athletic goods for track, wrestling, soccer, badminton, and other team and individual sports.
—Judd Dunn, 2300 Delmar Blvd., St. Louis, Mo. 63166
(also see other SPORTING GOODS listings)

SPALDING SALES CORP. 413 356-1200
Complete track, soccer, squash, badminton, and volleyball line.
—Howard Nannen, Gen. Sls. Mgr., Chicopee, Mass.
(also see other SPORTING GOODS listings)

WILSON SPORTING GOODS CO. 312 GL 6-6100
Complete track line.
—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171
(also see other SPORTING GOODS listings)

TRAVEL SERVICES

CARRIERS

AIR FRANCE 212 OL 6-5800
International jet service to European cities. Jet Away Holiday programs for groups.
—Sal Puccio, 683 Fifth Ave., New York, N.Y. 10022

AIR-INDIA 212 PL 1-4146
International airline serving New York, London, Paris, Prague, Geneva, Rome, Cairo, Delhi, Bombay, Calcutta, Madras and other world cities.
—William F. Burke, Sls. Mgr., 410 Park Ave., New York, N.Y. 10022

AMERICAN AIRLINES 312 FR 2-7242
Serving major U. S. cities, Canada and Mexico.
—O'Hare International Airport, Chicago.

BONANZA AIR LINES 702 736-2911
Group travel throughout southwestern U. S.
—Larry Decker, V.P., Traffic and Sales, P.O. Box 391, Las Vegas, Nev. 89101
(See ad on page 59)

BRITISH OVERSEAS AIRWAYS CORP. 212 MU 7-1600
International airline serving all major international cities.
—Henry J. Wadge, 530 Fifth Ave., New York, N.Y. 10026

CAPITOL INTERNATIONAL AIRWAYS, INC. 615 255-0673
Domestic and world-wide charter flights. Twenty-one years experience. Specializing in group flights to the Caribbean.
—Municipal Airport, Nashville, Tenn.

FRENCH LINE 312 DE 2-5157
French Line steamship services for industrial group tours. Representative of the Messageries Maritimes.
—Ralph Hartl, 333 N. Michigan Ave., Chicago, Ill. 60601
(See ad on page 45)

IRISH INTERNATIONAL AIRLINES 212 PL 7-9200
International scheduled airline serving 32 European cities from New York and Boston. Specializing in employee group tours to Ireland, England, and Scotland.
—Marion Brennan Long, 572 Fifth Ave., New York, N.Y. 10036

KLM ROYAL DUTCH AIRLINES 212 PL 9-2400

International airline, serving more than 100 cities in 68 countries on all six continents.

—L. M. Nobiletti, 609 Fifth Ave., New York, N.Y. 10017

LUFTHANSA GERMAN AIRLINES 212 PL 9-5522

Offices in all principal cities of the U. S. and Canada. Lufthansa offers air transportation and custom made tours to Germany and the rest of Europe, Africa, Middle and Far East. North American "gateways" are New York, Chicago, San Francisco, Montreal, Boston and Philadelphia. Specializing in skiing and other special interest tours.

—Helmut U. Werner, Comm. Sls. Mgr., 410 Park Ave., New York, N.Y. 10022

MODERN AIR TRANSPORT, INC. 609 883-3546

Specializing in group vacation travel.

—Mercer County Airport, West Trenton, N.J.

(See ad on page 33)

SABENA BELGIAN WORLD AIRLINES 212 BR 6-6883

Recreation travel: charters and special group arrangements for qualified organizations. Daily transatlantic Boeing jets to Europe, Middle East, and Africa.

—720 Fifth Ave., New York, N.Y. 10019

SATURN AIRWAYS 305 887-6725

For 17 years specialists in charter flights for industrial groups.

—General Offices, 4471 N.W. 36th St., Miami, Fla.

(See ad on page 61)

SWISSAIR 212 995-3800

Jet services from New York, Chicago and Montreal to Europe, Africa, Middle and Far East.

—Helga M. Meyer, Spec. Prom. Mgr., 3 E. 54th St., New York, N.Y. 10022

TRANS CARIBBEAN AIRWAYS 212 757-3600

Airline specializing in services to the Caribbean with an all fan jet fleet.

—M. Youngman, Passenger Sls. Mgr., 714 Fifth Ave., New York, N.Y. 10019

TRANS INTERNATIONAL AIRLINES 702 736-3562

Eighteen years of charter experience. Certificated to serve the Orient, all U. S. domestic points and features Las Vegas and Hawaii service.

—McCarran Field, Las Vegas, Nev.

TRANS WORLD AIRLINES 212 557-3030

Transportation: United States, Europe, Middle and Far East. TWA offers a variety of group discount fares, charters in the U. S. and Overseas.

—D. E. Midgley, 605 Third Ave., New York, N.Y. 10016

(See ad on page 3)

UNITED AIR LINES 312 726-5500

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—Oakland International Airport, Oakland, Calif.

(See ad on pages 6 & 7)

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—Wm. J. Murray, Jr., Dir. of Sales, 51st St. at 7th Ave., New York, N.Y. 10019

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Approximately 1,000 air-conditioned rooms with shower, bath, television and radio in every room. Special rates for industrial accounts. Banquet facilities for 10 to 1,000.

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Beach-front resort hotel with 350 rooms. Completely air-conditioned. Water sports facilities located on fine 15-acre beach.

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Worldwide hotel chain with varied services for industrial groups.

—Patrick Green, Dir. of Travel, The Palmer House, Chicago, Ill. 60603

HOTEL CORP. OF AMERICA 212 PL 2-9100

National hotel chain with varied services for industrial groups.

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—Richard Kimi, Kahuli, Maui, Hawaii 96732

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Developer of resort area featuring private lake and stream fishing, golf course, swimming pool, riding stable and complete country club facilities.

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SHERATON CORP. OF AMERICA 202 CO 5-2000

National and international sales, 85 Sheraton hotels.

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240 acres for industrial picnics, modern amusement park, restaurant, snack bars, marina.

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Recreation park serving Huntington (W. Va.) area.

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Group accommodations for 15-25 fishermen or hunters in choice sportsman's territory on Manitou Straits, north of Fort Frances, Ont.

—Jerri Tricomi, 811 S. Sixth Ave., Maywood, Ill.

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Private picnic areas, swimming pool, catering, banquet, and party facilities; hayride-square dancing parties, learn-to-ski parties.

—Harold Levin, Maple Ave., 1/4 mile west of Rt. 53, Lisle, Ill.

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Amusement park consisting of 31 rides, refreshment, miniature golf course, boating, and fishing.

—Charles W. Schryer, Pr., Box 84, Aurora, O. 44202

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—Gene Hames, Pres., P.O. Box 11464, Fort Worth, Texas 76100

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Excellent deer hunting and bass fishing on 15,000-acre island. Ideal for individual or group trips. Tops for management parties.

—Manitou Island Assn., Leland, Mich.

SANTA'S VILLAGE, INC. HA 6-6751

Company Picnics and Christmas Parties. Tree-shaded picnic area. Games & Contest Director, experienced staff.

—Hwy. 25 & 72, Dundee, Ill.

(See ad on page 52)

UTICA AMUSEMENT PARK 731-9560
Serving metropolitan Detroit area. Rides, dance patio, game area, kitchen, and picnic groves.
—43934 Van Dyke, Utica, Mich.

TOUR OPERATORS

ALPHA INTERNATIONAL 212 JU 6-3369
Travel service specializing in employee group tours.
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AMERICAN EXPRESS CO. 212 WH 4-2000
Complete travel service: travellers cheques, money orders, credit cards, foreign remittances, overseas banking, field warehousing, armoured cars, etc.
—Director of Group Travel, 65 Broadway, New York, N.Y. 10006
(See ad on back cover)

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—Don DeGrazia, Pres., 112 S. Michigan Ave., Chicago, Ill. 60603

AMERICAN TRAVEL ABROAD, INC. 212 JU 6-5230
Specializing in low-cost incentive programs and employee vacations for groups and individuals to Europe, the Middle East, the Orient, Soviet Union, and Eastern Europe.
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Complete travel service, specializing in employee group travel.
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Specializing in complete programming of travel and recreation group tours. We design these tours to suit the needs of every type of employee and budget, so that a year-round program can allow full participation by all. Member of ASTA.
—Irving B. Hamlin, 240 Stockton St., San Francisco, Calif. 94108
(See ad on page 64)

HAPPINESS TOURS, INC. 312 ST 2-4900
World-wide travel company, specializing in industrial group travel. Offices in Chicago, New York, San Francisco, Mexico City, Honolulu and Paris.
—Div. of E. F. MacDonald Travel Co., Don Kaupert, Employee Group Consultant, 36 S. Wabash Ave., Chicago, Ill. 60603

KKS INTERNATIONAL CORP. 212 PL 9-1840
We create group tours and charters for all types of organizations.
—Enzo Palmentola, Pr., 155 E. 55th St., New York, N.Y.
(See ad on page 31)

(ROY) MALE TRAVEL BUREAU, INC. 212 LE 2-9500
Group travel to Hawaii and other areas.
—Rene Pouteau, 274 Madison Ave., New York, N.Y. 10016
(See ad on page 60)

NATIONAL TOURS, INC. 312 ST 2-1916
Group packages to Hawaii, Mexico, Caribbean, Europe, and the Orient.
—Suite 218, 333 N. Michigan Ave., Chicago, Ill. 60601

OVERSEAS TRAVEL CO. 212 MU 2-7110
Wholesale travel with 30 years of experience operating incentive and employee groups throughout the world.
—2 W. 45th St., New York, N.Y. 10036

S & H TRAVEL AWARDS, INC. 212 983-2200
Complete staff consists of experts in Incentive Group and Employee Group Travel, as well as all other phases of the travel business.
—Mrs. Florence Hersch, 330 Madison Ave., New York, N.Y. 10017

TAUCK TOURS, INC. 212 MU 6-2750
Specialists in quality, all-expense, escorted group air and motor tours throughout the United States and Canada: New England-Cape Cod, Cape Cod, Williamsburg-Penn Dutch, Niagara-Ontario, Autumn in New England, Florida, Nova Scotia, Gaspe, Smoky Mts., The West, Pacific Northwest and the Hawaiian Islands.
—Arthur C. Tauck, Jr., Pres., 475 Fifth Ave., New York, N.Y. 10017

TRAVELPOWER, INC. 414 272-8500
Standard economy tour programs for employee groups to: New York; Hawaii; Mexico, and others on request.
—Robert A. Cook, Sls. Mgr., 154 W. Wisconsin Ave., Milwaukee, Wis.

TRAVEL WITH GOREN, INC.
Bridge cruises to the Caribbean with the noted bridge expert.
—Harold A. Ogust, Pres., 110 E. 42nd St., New York, N.Y. 10017

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Travel agent—specialists in all aspects of domestic & foreign travel, individual travel and group movements.
—Charles H. Keegan or John A. Rogers, 22544 Second St., Hayward, Calif. 94514

UNITOURS, INC. 212 OX 7-9757
Group fare and charter flight tours to Europe, Hawaii, Mexico, Caribbean, Orient, Round the World, South America.
—C. Joseph Lubas, 60 E. 42nd St., New York, N.Y. 10017

UNIVERSAL TRAVEL AGENCY
—L. Roupioz, 3 Rue Meyerbeer, Paris 9e, (Opera) France.

VACATIONS INTERNATIONAL, INC. 312 782-0838
Experienced in all phases of group and charter travel. Offers tailor made tours at ready-to-wear prices.
—Robert F. Bergstedt, 75 E. Wacker Dr., Chicago, Ill. 60601

CONVENTION BUREAUS

NEW YORK CONVENTION AND VISITORS BUREAU
212 MU 7-1300
The Bureau's purpose is to attract visitors to New York; it operates an official information center and distributes literature.
—Charles Gillett, Eileen Roddick-Roberts, 90 E. 42nd St., New York, N.Y. 10017

NEW YORK STATE DEPARTMENT OF COMMERCE
518 474-4116
"New York State Vacationlands"—free color illustrated, 80-page guide to New York's vacation areas and tourist attractions. Write.
—Joseph J. Horan, 112 State St., Albany, N.Y. 12207

VENDING

THE COCA-COLA CO. 404 TR 5-3411
Soft drinks in all sizes and types of packages and vending equipment for same.
—Gilmer G. Weston, 310 North Ave., Atlanta, Ga.

GOLD MEDAL PRODUCTS CO. 513 381-1313
Refreshment Equipment: Popcorn poppers, venders warmers, Sno-Kone machines and supplies, hot dog cookers, cotton candy machines and supplies, stands, accessories. Write for catalog.
—J. C. Evans, V.P., 1821-37 Freeman Ave., Cincinnati, O. 45214
(See ad on page 61)

MADISON CONCESSIONS, INC.
—Thomas C. Funk, Pr., P.O. Box 71, Anderson, Ind.

THE SEVEN-UP CO. 314 GA 1-0960
Seven-Up in bottles, cans, and pre-mix. All types of 7-Up vending machines and coolers.
—Joseph Schaack, Conv. Mgr., 1300 Delmar Blvd., St. Louis, Mo.

MISCELLANEOUS

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New Americana Encyclopedia and Min/Max teaching machine.
—291 S. La Cienega Blvd., Beverly Hills, Calif.

BOBS CANDIES, INC.
Headquarters for children's Christmas candy novelties.
—Albany, Ga.
(See ad on page 50)

CONTINENTAL ASSURANCE CO. 312 822-4872
NIRA-sponsored voluntary group insurance program for members, their spouses and dependent children.
—Harold Craig, 310 S. Michigan Ave., Chicago, Ill. 60604

ENCYCLOPAEDIA BRITANNICA
Publishers of the encyclopaedia of the same name.
—E. D. Sollo, V.P., Natl. Sls. Mgr., 425 N. Michigan Ave., Chicago, Ill. 60611

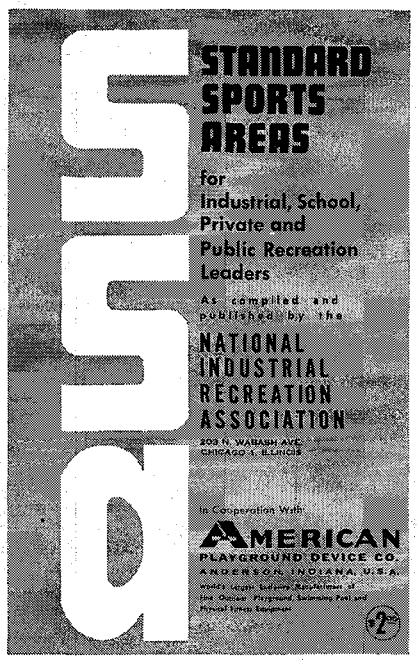
KRAFT PACKAGING CORP.
—William P. Rochford, Pres., 228 S. Van Brunt St., Englewood, N.J. 07631

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Walleyes, great northerns, muskies, largemouth bass, etc., for stocking private ponds and clubs. Truck delivery. Guaranteed live. Fingerlings and adults.
—Arlo & Larry Hinegardner, Montour, Ia.
(See ad on page 54)

BOWLING LANES

CHARGER LANES
—Bill R. Neel, Mgr., 1409 Claremont Ave., Ashland, O. 44805

VARSITY BOWL, INC. 513 BA 2-6151
Sponsors of the Dayton Journal-Herald's National Industrial Team Bowling Tournament.
—Harry Zavakos, 637 N. Main St., Dayton 5, O.
(See ad on page 58)



NIRA is happy to announce that a new, revised edition of one of its most popular and valuable publications is available once again.

STANDARD SPORTS AREAS

In condensed, ready-reference form, *Standard Sports Areas* gives you the dimensions and specifications for all the sports areas commonly found in industrial, community, and scholastic sports programs. Nearly a hundred major sports and their variations in all. This information, compiled and edited on the authority of the major rules sources in the United States, is available to you in no other single manual. Send $2 to NIRA, 20 N. Wacker, Chicago, Ill., 60606

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Chicago, Illinois 60606

☐ Enclosed is $2 for a copy of the revised edition of *Standard Sports Areas*

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Company _____

Address _____

City _____ State _____ ZIP _____

continued from page 34

on meetings, to allow members to reach home for meals even if a little tardy. It's better not to have re-entry into a plant after hours.

Meet in cafeteria or conference room. Coin collectors make good use of large tables to spread out their specimens.

Have an outside speaker 3 or 4 times a year. Assign a topic at other meetings to individual members. Arrange programs at least three months ahead.

A club auction in which club members put up their duplicates for sale at highest bid to fellow members is a strong, popular feature. Have auctions about six times a year. A committee of proven dedicated workers is needed. Material is collected and listed at the previous meeting.

Meet monthly or semi-monthly.

Have an annual coin show, open to all employees and families. This can be held at another location if company facilities are limited.

About $5.00 per member should cover ordinary costs of a coin club. This should include mimeo and printing costs for routine auction lists, bulletin board notices, etc., display cases for exhibits, prizes for various achievements in displays, speeches. There will be outlays for invited outside speakers and their entertainment. There will be some costs for travel by officers to regional or national conventions, and similar miscellaneous projects.

Some industrial clubs require a nominal membership fee, usually $1.00.

In general, a company sponsored coin club needs little stimulus from management, a minimum of supervision and it has a better than average survival potential. You may now have hundreds of coin collectors in your firm. Why not bring them together, and add another stone to your foundation of better relations among the people in your company.

Executive Fitness

LLOYD SMITH, Director of Recreation, Gates Rubber Co., Denver, Colo.

Our recreation program dates back to the founding of the company in 1915 but the chance to offer a complete exercise program for its executive force in a special type gym came in 1963. The company incorporated this facility in its ultra modern Medical Clinic building.

Thus, under one roof are the most modern medical facilities, staffed by specialists to care for the health of employees and family members, and a completely equipped gymnasium. In this unique setup are two avenues of health service—one specializing in treatment, the other in prevention through healthful exercises and relaxation.

The high percentage of eligible members using the gym facilities is convincing proof that they believe gym visits at regular intervals are worth their time and effort.

According to some medical authorities, fatigue and tension are major complaints of a significant number of executives across the country, and often arises from a variety of pressure at work, at home, or in social life.

Members come with a wide variety of interests and purposes. Many want to trim down the waistline bulge. Some want to put on weight. Others have muscular weaknesses

continued on next page

You are invited to an elegant cruise aboard the

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DEC. 21, 1965
AFRICAN CRUISE
from Le Havre and Southampton*.
14 days, four ports. From **$455.**

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MARCH 5, 1966
SPECIAL SPRING CROSSING
from New York to Cannes
via Gibraltar and Naples.
First Class from **$492.50.**
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MEDITERRANEAN CRUISE
from Cannes**—16 days, five ports.
From **$585.** Optional extension
Cannes-Le Havre three days.

*Convenient connection via S.S. **United States,** from New York, Dec. 9, 1965. Return sailing via S.S. **France,** January 7, 1966.

Convenient return sailing via S.S. **France from Le Havre, April 8, 1966.

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French Line®
610 Fifth Avenue, New York

continued from page 45

that tend to produce backaches, neck or leg muscle distress. Some, after a trying day, want to relax their mind and body in quiet exercise, or in a concentrated active workout. Many are interested in maintaining their healthful physical tone that they have achieved through regular visits to the gym. Regardless of reason, the 75 x 35 ft. exercise room offers an inviting atmosphere complete with wall to wall carpeting, surrounded by floor to ceiling mirrors, with instrumental music piped in to the room that maintains a 72° air conditioned temperature the year round.

Workouts Tailored To Fit the Man

Member's workouts are individually tailored to fit their needs by Phil Spanier, physical fitness director. Periodic changes are made on workout routines, and complete measurement and progress cards are kept for each member, and even exercises are planned for their use when traveling.

The exercise area is fully equipped with all types of exercise units. Each serves a definite purpose in the complete physical conditioning program. Their use and purpose are demonstrated and explained to members. The equipment includes istromic machines, dumbbells, bar bells, exercycles, wall pulley weights, vibrators, etc.

Everyone does not have an occasion or need to use all the equipment in a workout, but all are needed and used by the members in the variety of planned exercise programs laid out for them.

Those interested in a more active, vigorous workout are keeping the two singles and one doubles squash courts busy. An air-conditioned 48° temperature is maintained in the Court areas. In addition, golfers sharpen their game from two practice mats in the large indoor driving range.

Members find the tiled steam room or the redwood sauna a real treat after a workout or for those who just want to relax before taking a final invigorating shower. Pete Root, a full-time licensed masseur, is available to give members a soothing rubdown in the spacious dressing area that also has tables allowing individuals to recline under a battery of sun lamps.

A complete line of toiletries and shaving gear for final sprucing up before leaving the gym is available. Also, members are not bothered with gym clothing for it is all furnished and laundered after each use.

Proximity An Important Factor

Vice-president, Earl R. Rinker, an avid participant, points out that proximity to work is a major factor in the success of the executive exercise program. If the gym were a mile away, instead of across the street, he feels sure attendance would be less.

The program as a whole is to maintain and improve general health of executives with hope to preventing heart attacks, strokes, kidney ailments, muscular distress, and other health problems through frequent and regular exercise.

Those who take advantage of the facilities and programs tailored to their needs should have more energy, less tension and the ability to work harder without tiring. Since they will be in better physical condition they will be more efficient and effective executives.

Government Employee Recreation Associations

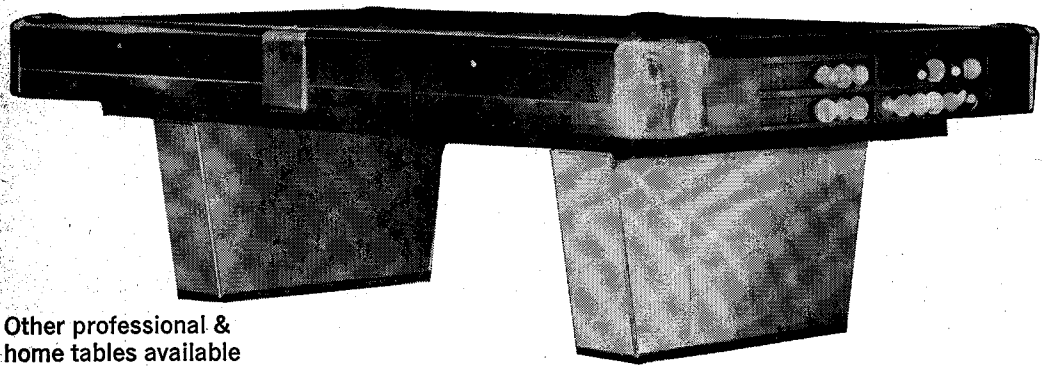
CHARLES H. CUNNINGHAM, Co-ordinator of Employee Activities, U.S. Dept. of Agriculture, Washington, D.C.

Government employees recreation associations are different from those in private industry in several ways. Government associations get less support and encouragement from the officials of their agencies. They may have limited use of agency facilities in buildings and grounds for after hours recreational purposes. Such activities as can be carried on in auditoriums—lectures, forums, concerts, sometimes dramatics—are not too difficult to develop and organize. Sports facilities on the "company" grounds are seldom available. The government groups usually look to city and county facilities for outdoor sports. Bowling, both tenpins and duckpins, is by far the most popular sport. Leagues are organized in almost every agency —people of all age groups—men and women can safely participate. Golf is probably second to bowling in popular appeal—but with much less numerical participation. Where land values are high, golf courses become too expensive for the average government worker. A large group of people can find their recreation in much less acreage in one of the numerous suburban bowling establishments.

Government employees take more interest than the average groups in cultural and social activities. Singing groups—operettas and

Top Line® Equipment can be your best investment

dependability and quality are built into the National line



Other professional & home tables available in all sizes.

Playmaster de Luxe—Featuring full depth one-piece highly polished aluminum pocket (or carom corner) castings and one-piece rubber molded pockets. Full depth blind panels, fitted with stainless steel trim inserted, finished charcoal (multi-color: black with white fleck) shade. Pedestals panelled with plasticized silver sheen walnut figure panels tastefully trimmed with stainless steel mouldings. Built-in ball rack—each compartment storing seven pocket balls, standard equipment on all straight or gully pocket tables. Alternately available in natural wood finishes—i.e.—Natural Blonde, Walnut or Mahogany.

THE NATIONAL BILLIARD MFG. CO.

"BEHIND THE EIGHT BALL-SINCE 1880"

National offers a complete list of billiard accessories and supplies—cloth, cues, balls, triangles, tips, cement, etc. With National, *Billiards is the Top/Line* not a by-line.

3956-8 Virginia Ave. (Fairfax), Cincinnati 27, Ohio, U.S.A. Mail: P.O. Box 27085, Cincinnati 27, Ohio, U.S.A.

other musicals find many participants. Hobby groups—photography, gardening, creative arts groups—are usually well attended. Travel clubs appeal strongly to persons past forty who have themselves established with fairly good incomes and who are not overly burdened with expenses for children's education, or with home buying and outfitting expenses. The U.S. Department of Agriculture Travel Club has about 2000 employee members and another 2000 associate members from other government or private agencies. Since there is no "plant shutdown" for vacation in government, travel club activities have a year round program. Our activities office averaged better than $6,000 a week for the 1964 year in Travel Club ticket and membership sales. About half of the trips were to places outside the U.S.A. Nearly 1000 persons went on 4-day trips—ten of them to the World's Fair.

Short Term Planning

Government employee associations generally are fairly weak organizations. Dues are low—officers change almost every year. Associations therefore seldom have long term plans. Very few associations have much property or equipment. Typical expenses are for franchise fees for teams, for team uniforms, sometimes for balls. Funds obtained mostly from annual dues. They are used to pay for sports trophies—for sports league franchise fees, for seasonal parties and dances, for association house organs with recreation and other employee news events. Attendance is encouraged by subsidy from membership funds.

Agencies that are located in the suburbs and in rural areas often have grounds where sports facilities for softball, tennis, archery, and even golf facilities have been developed. Some government agency officials are reluctant to have much of the land occupied by their agencies developed for recreational uses. However, when employees of a few agencies succeed in acquiring some sports facilities they make it easier for employees in the more conservative agencies to gain a few privileges too.

In general, government employee groups need to catch the vision of what they could have if they really kept trying and used some long term planning.

The visit that I made last year to see the recreation building and grounds of the Recreation Association of the Civil Service Employees of Canada in Ottawa, Ontario, certainly opened my eyes more than anything else could as to what is possible when employees really work together and get government cooperation over a 10 to 20 year period of time.

When Washington employees learn to work together, all of them, and over a substantial period of time, they too can make big forward strides in acquiring more recreational resources.

How To Train In-Plant Leadership

MARY J. BEST, Recreation Director, Distillation Products Industries, Rochester, N.Y.

An indoctrination program has been developed to acquaint recreation club officers and councilors with the DPI Vita Vac Club, its policies, procedures and program. Included in the program is an outline of the company's contributions to the recreation program and a review of company policies and procedures related to the administration of the recreation program.

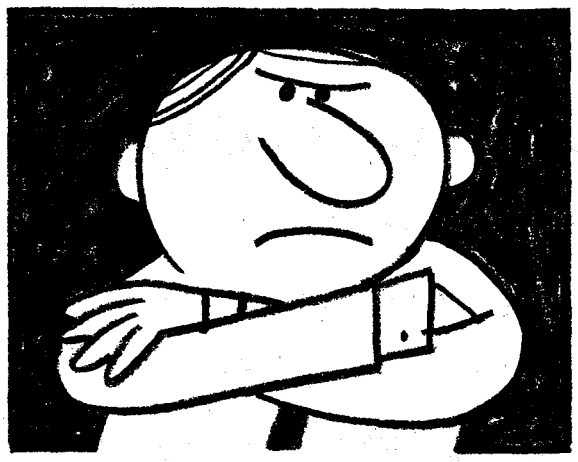
The indoctrination program is conducted through the use of specially prepared charts, pictures, illustrations, slides and open discussion.

Book Describes Program

To supplement this program, each officer and councilor of the Vita Vac Club receives the booklet, "Now that You're a Councilor". This book, in detail, describes the recreation program and includes material relative to the club operations and procedures. Since each councilor is assigned a particular activity, an instruction booklet for the assigned activity is issued to the assignee. This book contains all records of the previous year's events with suggestions and recommendations regarding the administration of the activity for the current year.

We have found that the use of these "tools" has instilled a sense of responsibility in these councilor-chairmen and reduced their dependency upon the recreation department staff for routine information and questions. Beside acquiring a feeling of responsibility, they also gain the feeling of accomplishment having had to administer the activity themselves. All councilor-chairmen have the prerogative of selecting their own committees from their co-workers and are aware that professional guidance is available from their recreation director at all times.

Even people who don't play games



will play new Krypto!

Here's the perfect game for any recreational facility. It's unique, exciting, thought-provoking and very flexible. It's Krypto, the new card-type math game that's as stimulating to a grade school grad as it is to a Ph.D. After all, nothing's more fun than a challenge.

It can be played alone, like solitaire, in a group, or in teams. It can be played in short games of just a few minutes, or a whole session like bridge. But beware, it's infectious. Once people get started they become "Kryptomaniacs."



Krypto is very easy to learn. The average person can pick it up in less than five minutes. There are also several variations of the game that can be played. People who rarely play games, and who may never play cards, take to Krypto. It's the game that makes thinking fun.

Order the most exciting game on the market today. Just $3.95 postpaid. Quantity price list available.

If within 10 days you're not delighted, we'll gladly refund your money.

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Here's my check for_____ List_____

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You Are A Professional

HARRY D. EDGREN, Professor of Recreation Education, Purdue University, West Lafayette, Ind.

This morning I am speaking to professional industrial recreation educators. I am certain you men and women may have the same difficulty other recreators have in being identified as professionals.

Permit me to introduce my talk by identifying the *marks* of any profession.

1. A profession rests upon a social function that is distinct from other functions and that is basic, important, and relatively permanent.

2. A profession possesses a distinctive or specialized body of knowledge and skill, a science and an art.

3. A profession demands for its practitioners specialized preparation, in addition to general education.

4. A profession is further characterized by guilds or societies.

Standards Are Formulated

5. A profession formulates and applies standards that govern the practice of the profession in the community.

6. A profession is motivated by a social spirit and purpose.

7. A profession implies a personal standard of workmanship characterized by sincerity and intellectual integrity.

I'm sure that as I indicated these characteristics of our profession you were able to see your role in the industrial recreation picture as being qualified as professionals in the field of recreation.

The professional recreation educator is or should be aware of the characteristics of our society at this time. The market is flooded with magazine articles and textbooks identifying the increase in leisure, the increase in the amount of disposable human energy, the automatic wealth of the majority of people, the change in the nature of work, urbanization, improved transportation and communication and the changing character of our population. All of these factors should have an influence on our philosophy, our methods and the content of our program.

Human Engineers

The public has been urged in many articles and speeches to use leisure in purposeful pursuits that contribute to enriched living. Few of the authors or speakers, however, have identified the role of *organized industrial recreation* and the *recreation profession* as a contributor to the good life. The poor public image of the professional recreator in many communities and industries should be a concern for all of us. It is this author's conviction that our image will not be changed until we identify and emphasize the *values* of recreation to the individual employee and develop programs based on common purposes and objectives. Then we would be recognized as human engineers and assume a position alongside of other professionals such as educators, doctors, lawyers, and religious educators. It is to this end that I make some specific assumptions and propose some alternatives for all of us as professionals.

Is it not true that, *"We're so often too busy doing the urgent things we don't have time for the important ones."?* You and I must decide whether we are spending too much time on what we consider *urgent* and because of this, neglecting the really important aspects of our responsibilities and opportunities.

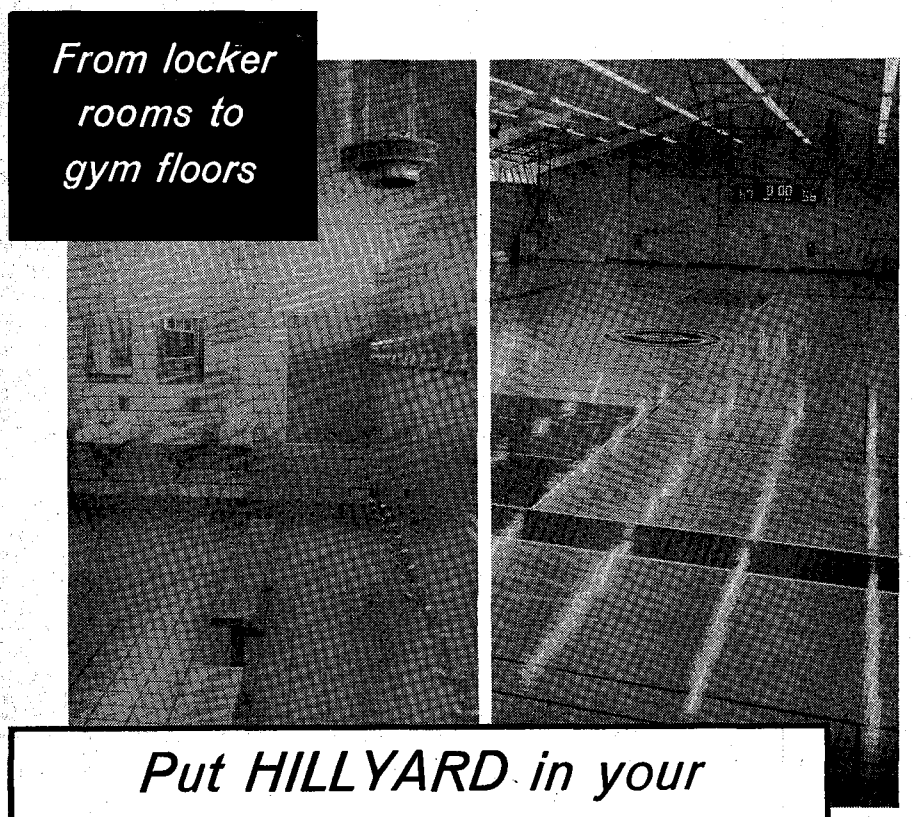
A Professional Philosophy

Before indicating some alternatives and choices we need to make, permit me to indicate some assumptions. These assumptions are basic to the development of a professional philosophy and should form the basis for determining our choices as to what we consider urgent or important.

I. Assumptions

1. Socrates says, *"If one does not know to which port he is sailing no wind is favorable."* Surely nothing we do is more important than identifying our purposes and goals. Let me hasten to admit that happiness, satisfaction, fun may be and probably should be the goals of the participant, but the professional must have other specific goals (objectives) inclusive enough to encompass the total range of *needs* leading to life-fulfillment. These are the physiological, the psychological and sociological needs of all men. He must recognize that the function of these objectives is to *determine* his program and serve as a *means* of evaluation. When a program is developed as a result of valid objectives then it will be *fun* for the participant.

2. Recreation activities to the professional are a *means*, not an *end*. Activities must have a purpose and a reason for the event.



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3. Administrative objectives (methods, content, facilities) follow program objectives. They are the means of achieving program objectives or what we want to have happen to the participant.

4. Needs of individuals (psychological, physiological and sociological) serve as a basis for determining our objectives.

5. Understanding human behavior is basic to leadership.

6. Knowledge of and recognition of the findings of other disciplines, (psychology, physiology and mental hygiene, etc.) are basic to the understanding of human behavior.

7. We need to be more concerned with what the *ball* does to Johnny than *what* Johnny *does* to the ball.

Don't Function On Tradition

8. There are established principles (accepted practice based on valid experience) in every phase of the administrator's job. He does not function on the basis of tradition, trial and error, authority or current practice. He asks what are the accepted valid practices of good administration, of program, of facilities, of awards, or safety, of public relations, leadership and all other areas of the professional's job.

9. The professional believes in exposing people to areas of experience they have not asked for. He does not stop with expressed interests or give them what they want. Let me paraphrase here a statement by Walter Lippman who said, "The essence of statesmanship consists in giving people *not* only what they want but what they will learn to want." I say, *"The essence of good leadership consists in giving people not only what they want but what they learn to want."*

10. Effective leadership (full-time, part-time, and volunteer) is the key to quality programs in our various departments. This demands selection, training and supervision of our personnel at all levels.

Determine Your Role

11. We need to determine what is the unique role of the professional and what are the roles that can be delegated to lay-personnel (volunteers).

12. The changes in the characteristics of our society demand modification and adaptation of our program.

13. The public image of recreation will be determined largely by what happens in the lives of the participants under competent, dedicated professional leadership.

14. "As professionals in recreation we can be *technicians* knowing *only* the *how* and *what,* or we can be truly *professionals* knowing not only *how* and *what,* but also the *why* of our programs."

II. Alternatives

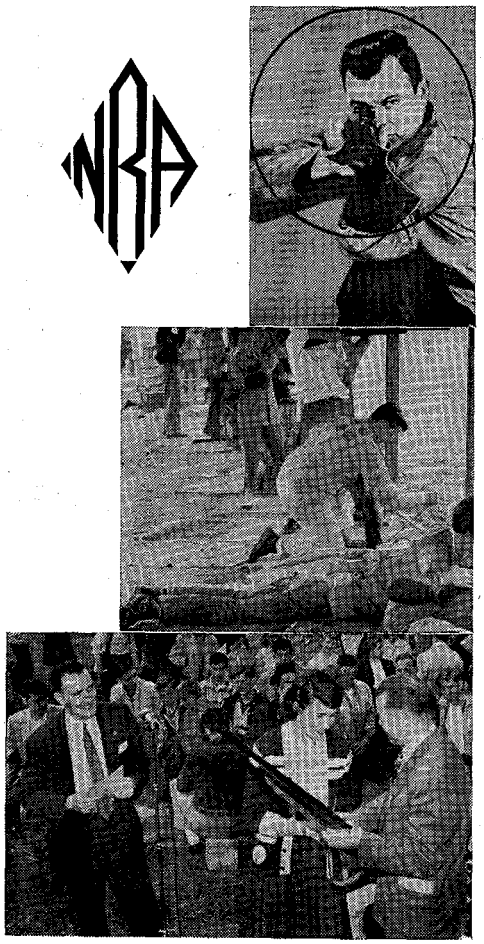
As professionals we have choices to make; do we think of these choices, do we take time to consider them, are we aware of them —are we too busy doing the *urgent things* to bother making these *important* choices? Let me point out some of these choices.

1. Is our program person centered *or* activity centered?
2. Is our program based on program objectives *or* traditions?
3. Do we magnify quality *or* quantity?
4. Do we have a scientific basis for our actions *or* rely on best guess?
5. Is our program developed on needs of people *or* only on the interests of individuals?
6. Do we emphasize what they learn to want *or* what they say they want?
7. Is our program geared to the many *or* only to the few?
8. Is our guide line principles (accepted practices) *or* do we rely on trial and error?
9. Is program geared to giant opportunities *or* are we satisfied with pygmy programs?
10. Do we have program goals *or* only administrative goals?

All Or Only a Skilled Few?

11. Are we concerned with all the employees *or* only the skilled few?
12. Do we stress excellence *or* enough to get by?
13. Do we speak for recreation *or* leave it to the editors of our papers?
14. Do we develop leadership *or* do it ourselves?
15. Do we practice democratic leadership (involvement of others) *or* autocratic leadership?
16. Do we have scientific evaluation *or* are we content with public approval? Do we only count numbers and after awhile only numbers count?

continued on next page



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All of your employees, regardless of sex or age, can participate in shooting sports.

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continued from page 49

17. Do we have specific objectives *or* just general purposes?
18. Are we professionals *or* only technicians?

You and I must choose which alternatives are a part of our professional philosophy. Will the urgent or the important determine our choice? Our choices will determine the kind of image industrial recreation has in your company and in your community and in the nation. Leisure is not a vessel to be drained but a cup to be filled. You are in a unique position to fill it for man.

How To Measure Program Participation

ROY E. ELLINGTON, Recreation Counselor, Kaiser Aluminum & Chemical Corp., Ravenswood, W. Va.

The following was copied from several yearly participation reports that have gone to top management to keep this group informed on the progress and development of Kaiser Employees Recreation Association, Inc., Kaiser Aluminum and Chemical Corporation, Ravenswood, West Virginia.

Records, statistics, etc. are meaningless unless an individual understands the method of tabulation and compilation of the figures. To one familiar with a recreation program, participation figures take on a significant meaning. Otherwise, these same figures may create a false illusion. In hope that each of you will see the following figures in the proper perspective, I would like to briefly comment on how these figures were compiled.

Each activity in the Kaiser Employee Recreation Assn. program that is supervised, either by myself or members of the KERA staff, has a method for recording participation. Many of these records require daily registration for each individual. Others are recorded by actual head count. Some are tabulated by taking the number of people necessary for a team complement and multiplying the number of teams in a league by this figure. This gives total participation when multiplied by the number of times a league plays over a given period.

Keep Estimates Low

A few activities, by necessity, are recorded on an estimated basis. When estimates are projected, this is done by the individuals who have the best personal opportunity to observe participation in a given area, program or function. Picnicking and playground partcipation is projected by the summer program personnel who are in the area approximately 75 hours each week. Fishing participants have been the responsibility of the KERA Lakes staff and myself by periodic checks in the fishing areas. Spectator participation in all sports, or where taken, is the responsibility of person in charge of the activity. All estimates are projected on a very conservative basis. It has always been our feeling that estimates even lower than one actually feels are valid are the best over-all policy.

Club functions, at which no paid KERA personnel are present in a supervisory capacity, show participation from reports of club officers. Social recreation such as parties, bridge games, etc. are tabulated from statements of attendance required of people reserving KERA House.

The figures shown under the column, "Participation", indicate each time an individual participated in a program activity or used an area or facility. This does not take into consideration a person who may be a "repeat" in more than one activity during a given day or a period of time. "Manhours" of participation are tabulated separately for each activity. Experience shows that an average picnicker at Keraland spends approximately 3 hours in the course of an outing. A bowler spends about the same time in preparation for, competing in, and putting away gear for a league match. Instructional classes such as crafts and dancing are computed on the basis of time the periods last by the number present. Dances, children's programs and special events all have time limits that make it fairly easy to arrive at realistic manhour figures.

Records Offer Justification

Records, statistics and figures may be compiled for various reasons. Sometimes they are used for justification of an endeavor, for justification of cost, or to arrive at an over-all figure which is to be used as a competitive mark to better over a given period of time. All are valid reasons for record keeping.

In administration of recreation programs I have always felt that accurate records are important in determining needs, for advanced and long range planning, for gaining experience for cost forecast, and for ascertaining adequate or inadequate past services in specific areas of program ventures.



Physical Education Programs In Schools and Colleges

A report by the committee on exercise and physical fitness of the American Medical Association.

A varied physical education program is the key to encouraging life-long interest in vigorous activities. Comprehensive physical education programs teach all students to enjoy the benefits of exercise while promoting their physical and psychological development. Students of both sexes need vigorous exercise.

Regular vigorous activity appropriate to age, sex, and health status is beneficial to everyone but a medically-accepted few. Those whose handicaps preclude vigorous exercise will benefit from some adapted physical activity. Continuing research shows that adequate exercise and sports activity contribute significantly to good health. Regular exercise can be beneficial in controlling obesity, delaying degenerative disease, rehabilitating the ill or injured, and shortening recuperative periods. It is also unique in developing and maintaining physical fitness and in improving cardiovascular and respiratory efficiency.

Adequate programs of physical education are based on the variety of interests, activity needs, abilities, levels of coordination, speed, physical size, and strength of boys and girls. The goals of these programs include developing physical fitness, skill in movement, social and psychological well-being, recreational interests, and interest in activities carried into adult life. In attaining these goals, numerous individual and self-testing activities, dual games, and a variety of team games present opportunities for all students to exercise vigorously, regularly, and enjoyably.

Calisthenics An Integral Part

As an integral part of a comprehensive program, calisthenics help individuals gain the fitness levels necessary for safe and efficient learning of stressful and difficult skills. Calisthenics can help in developing well-balanced muscular fitness and, when necessary, partially substitute for other vigorous activities.

Offering a variety of activities attracts and involves all students, including the temporarily or permanently handicapped. These students may be in greater need of activity programs than other students. Too often, handicapped students are excused and relegated to the roles of non-participants, spectators, or scorekeepers.

Exercise not only enhances rehabilitation of atrophied or unused muscles, but provides opportunity for maintaining optimum organic fitness, acquiring functional skills, and developing greater self-confidence. Limited or modified activities beneficial to the handicapped are almost always available. These are most likely to be of benefit when assigned by the physical educator and family physician working together.

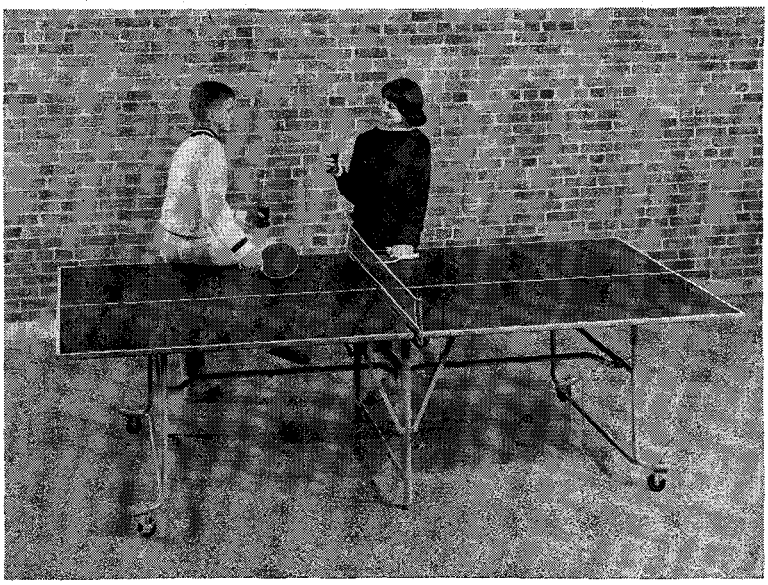
The development of emotional maturity can be aided by comprehensive physical education programs. Sports activities can help to fill a child's apparent need for adventure, train him to meet and accept challenge, provide a basis for comparison with his peers, teach him to accept limitations, and increase his self-esteem. As they gain skill and improve in fitness, boys and girls will want to test themselves under increasingly difficult competition.

Intramural programs, a logical competitive extension of physical education classes, provide continuing satisfying activity and usually lead to increased skill and fitness. When properly taught and supervised, intramural competition enables boys and girls to gain recognition and self-confidence and learn how to win and lose.

Administrative support is essential in order to have varied and balanced physical education programs. To provide more comprehensive programs, lay leaders and educators in many communities need to be better informed on the importance of physical education. When this is the case, the program will not be crowded out by increasing demands on the curriculum.

Encouraging comprehensive physical education programs does a service to the individual and the community. Offering sound leadership for boys and girls in a variety of activities contributes to the likelihood of maintaining optimum fitness and continuing satisfaction throughout an increasingly productive lifetime. ■■

Costs more? YES
Expensive? NO!

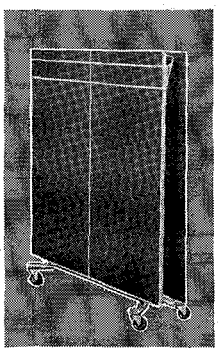


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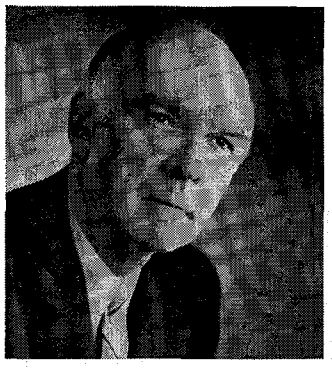
DECEMBER 1965 ©1965 by NATIONAL INDUSTRIAL RECREATION ASSOCIATION VOL. 23, NO. 10

For "The Best of 25," Go Cincinnati in '66

"The Best of 25" is the theme of NIRA's Silver Anniversary Conference which will be held May 21-24, 1966 at the Sheraton-Gibson Hotel in Cincinnati.

It promises to be just that, as Dan Zieverink, General Electric Co., chairman of the conference, and his committee go all out to make this the most constructive and memorable conference in NIRA's 25-year history.

Zieverink reports that, through the



Dr. Kenneth McFarland

courtesy of General Motors, Dr. Kenneth McFarland, dean of convention speakers, has been obtained as the keynoter. Dr. McFarland has spoken twice before at NIRA conferences, both times meeting enthusiastic reception. This eloquent gentleman can be relied upon to deliver a pertinent and inspiring talk.

The conference program has been set up so that everyone will be able to observe first-hand an abundance of outdoor and indoor industrial recreation facilities. Among the feature events will be a buffet supper, complete with recreation exhibitions, at General Electric Park, one of the nation's top employee parks, and a windup reception and dinner at the Cincinnati Gas & Electric Co. recreation center.

There will be comprehensive manufacturers' exhibits and demonstrations, including a special outdoor equipment exhibit, which will help you plan your purchases, and keep up to date on recreation products and services.

The conference sessions are being geared to benefit all recreation directors, whether of small or large companies. Seminar panels, composed of authoritative members of the industry, will be helpful in offering new programming ideas, revamping old ones, and solving your recreation problems.

It will be a great one, so plan now to attend NIRA's Silver Anniversary Conference in Cincinnati, May 21-24, 1966.

"Silver Miners" to Dig for New Members in 1966

In honor of NIRA's 25th anniversary, the membership committee has labeled the 1966 membership campaign, "The Silver Anniversary Special."

Pat Feely, The Falk Corp., membership chairman, states that he is looking for a group of "Silver Miners" who, in prospecting for and discovering new members, will reap the profits of their diggings in the form of prizes to be distributed at the National Conference in Cincinnati this coming May.

The campaign will be handled in the same manner as last year's, whereby for each prospective new member you contact, your name will be placed in a drawing and for each member you procure, your name will be placed in the drawing two additional times. Various attractive prizes will be offered to those "miners" whose names are drawn using this method.

To aid in the discovery of new members, the board of directors has approved a plan whereby a special "guest" membership will be offered during the silver anniversary year (1966), so that any new NIRA member company will receive a 25 percent reduction in their first year's dues. It is the feeling of the board that this special year's membership will introduce many companies to the benefits of belonging to NIRA.

NIRA is a strong and growing organization which offers members such advantages as an outstanding lineup of national tournaments, an attractive group life insurance program, various publications in the field of industrial recreation, as well as the interplay of thought-provoking ideas through regional meetings and the national conference. Therefore you will be doing a real service for your fellow recreation directors and their companies when you sell them on a NIRA membership.

The membership campaign will begin Jan. 1, 1966 and end at the National conference in May—start making your contacts now!

Lockheed Honors Frank Davis

Frank Davis, NIRA's immediate past president and executive director of Lockheed Employees' Recreation Club, was honored at a recent testimonial dinner upon completion of 25 years with the club.

Chas. E. Somers, LERC board chairman, presented Davis with a 25-year

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- planning assistance for improving your performing area, or designing a new one
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Recreation Club service pin along with other gifts. A special award was also given Mrs. Davis.

Mike Varanese, recreation director, extended the LERC staff's tribute with several presentations. Mr. Harry Winston, Lockheed industrial relations director, on behalf of the Lockheed Corp. and the Lockheed-California Co., presented Davis with the Lockheed 25-year pin and a 25-year service award.

NIRA Directors Deadlocked Over '68 Conference Site

It will be either Boston or Detroit as the site of NIRA's 1968 national conference. This much was settled at the fall board of directors meeting in Chicago, last October 16.

However, after three votes, the board remained deadlocked over these cities and it was decided that another vote of the directors be taken at a later date.

Among the other board doings: Pat Feely of The Falk Corp., membership chairman, reported on the 1966 membership drive, named "The Silver Anniversary Special." The board approved a 25 percent reduction in dues for the first year for any new members joining NIRA during the 1966 anniversary year. (For the complete story on the 1966 membership drive, see item on page 52.)

President-elect Larry Deal of Inland Mfg. Co., announced that Dan Zieverink of General Electric Co., would be the chairman of NIRA's 1966 25th anniversary conference. The theme will be "The Best of 25." (See story on page 52.)

Ken Leonard of Lockheed-Sunnyvale, gave a progress report on the 1966 Western Conference, which will be held Feb. 25-27, 1966, at Sacramento, Calif. A good deal of groundwork for the 1967 national conference in Los Angeles can be done at this meeting.

Tom Smith of Texas Instruments, made a very heartening announcement in his publications report. R/M advertising returns for 1965 were up 34 percent over 1964. It was decided that the May 1966 issue of R/M would include a special 25th anniversary supplement charting NIRA's growth from its inception. Member companies will be encouraged to run testimonial ads in this issue.

The Helms Award Program will be continued with a slight modification. The three-year ineligibility ruling was

continued on next page

At last!

a match grade rifle at a reasonable price



Here is an intermediate target rifle by Anschutz, builders of the Match 54 rifle that was used by all the winners in the smallbore shooting events at the Tokyo Olympics.

The 64 Savage/Anschutz has special features that add up to X-ring accuracy: a satin smooth single-shot action; trigger adjustable for pull, creep and backlash; a precision rifled and hand-lapped medium heavy barrel. Target stock has raised cheek-piece, deeply fluted comb, checkered contour pistol grip. Beavertail fore-end has long rail with instantly adjustable sliding swivel; adjustable rubber butt plate.

Model 64 costs only **$79.50;** 64-S complete with Redfield Olympic sights as shown, only **$105.** Prices subject to change. For free catalog write: Savage Arms, Westfield 224, Mass. 01085. (A division of Emhart Corporation. Savage, Anschutz and the Indian head Reg. U.S. Pat. Off.)

Savage ANSCHÜTZ

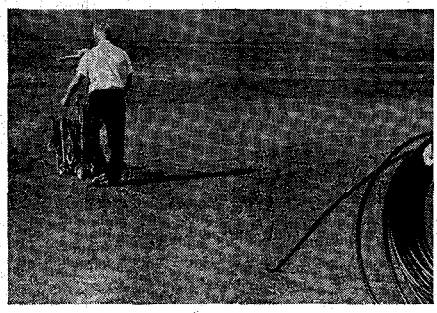


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WRITE for illustrated literature on the full line of Ryan Turf Equipment . . . golf-course-*proved*, golf-course-*approved*. Aerators, Renovators, Vertical Mowers, Spreaders, Vibratory Rollers, Sod Cutters and Sod Rollers. Get details today!

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Here's a shot of the NIRA Board of Directors hard at it during their fall meeting in Chicago last October. At this meeting the board reached a deadlock in voting on the site of 1968 national conference. For details, see the article beginning on page 53 of this issue.

continued from page 53

extended to cover each classification winner as well as the overall national winner. This should encourage more companies to enter the competition.

Due to other business commitments, Howard Randall of Litton Systems, resigned as a member of the board of directors. Cam Haslam of The Boeing Co., was elected to fill the vacancy for the duration of the term.

On the evening prior to the business meeting, the board of directors participated in a dinner and reception with members of the NIRA Travel Council who were meeting in town that day. (For that story, see page 59.)

1966 Western Conference Committee Is Announced

The committee members for the 16th annual Western Region Conference of NIRA have been announced by conference chairman, Von Conterno of Aerojet-General Corp., Sacramento, Calif. The conference will be held Feb. 25-27, 1966 at the Hotel El Dorado in Sacramento.

The committeemen and their duties are as follows:

Promotions & Publicity Coordinator: Mickey McIlrath, Aerojet-General Corp., Sacramento.

Exhibits Chairman: Lon Anthony, Lockheed Employees' Recreation Assn., Sunnyvale, Calif.

Arrangements Chairman: Jim Monty, Aerojet-General Corp., Sacramento.

Registration Chairman: Jackie Farmer, Aerojet-General Corp., Sacramento.

Budget Coordinator: Newt West, Helms Bakeries, Los Angeles.

Correspondence & Programs Secretary: Penny Lung, Aerojet-General Corp., Sacramento.

NIRA Staff Advisor: Don Neer.

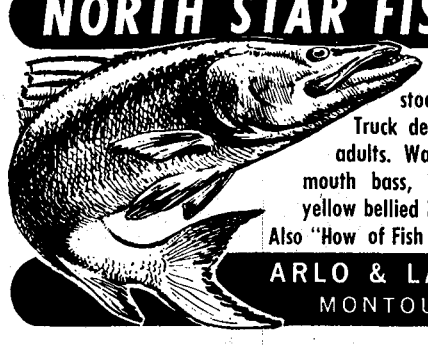
Conference Advisor: Ken Leonard, Lockheed Employees' Recreation Assn., Sunnyvale, Calif.

Some of the topics to be covered at the conference include: "Industrial Recreation and the Community," "The Short Work Week," "The All Plant Picnic," and "The Retired Employee."

During the course of the conference, exhibitions of fencing, gymnastics, judo, and weight lifting will be presented by members of the Aerojet-General Recreation Assn.

A number of guided tours have been arranged for the off hours. These include: The wineries of the Napa Valley;

NORTH STAR FISH HATCHERY



For 25 years, experience in raising and stocking fish for private ponds and clubs. Truck delivery. Guaranteed live. Fingerlings and adults. Walleyes, great northerns, muskies, large-mouth bass, bluegills, black crappies, striped perch, yellow bellied bullheads, and channel catfish.
Also "How of Fish Raising", $1.50.

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the State Capitol; and selected Sacramento recreation facilities. There will also be a golf tournament for the delegates.

Three NIRA Member Firms Receive Landscape Awards

Three NIRA member firms were among the award winners in the 13th annual nationwide Industrial and Institutional Landscape and Beautification competition sponsored by the American Assn. of Nurserymen.

The awards are given for industrial and institutional landscaping which contributes to employee and civic pride in our American heritage.

The three NIRA winners are: Michigan Bell Telephone Co. for its office at Southfield, Mich.; North American Aviation, Inc. for its Science Center at Thousand Oaks, Calif.; and Northwestern Bell Telephone Co. for its Omaha, Neb. headquarters.

Bowling Magazine Gives R/M a Fine Write-Up

A very enthusiastic article profiling the August 1964 and 1965 bowling issues of RECREATION MANAGEMENT was featured in the November 1965 issue of *The Bowling Proprietor,* the monthly magazine of the Bowling Proprietors' Assn. of America.

The article applauds R/M for its in-depth coverage of the industrial bowling scene and calls the bowling issues "very comprehensive on the aspect of the sport being discussed, and illustrating a consistent and complete knowledge of the subject."

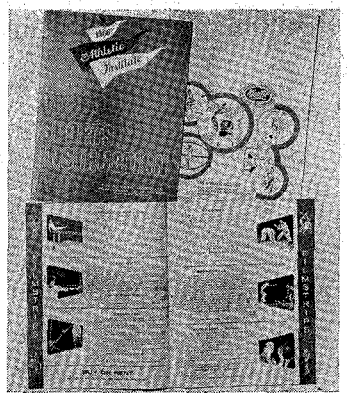
Thank you, BPAA!

Basketball, Football Top High School Sports List

According to the National Federation of State High School Athletic Assns., basketball is played in more high schools, 19,622, than any other sport. But it is 11-man football that has the largest number of high school participants—822,681.

On the basis of number of schools participating, the top ten high school sports are as follows: 1. Basketball (19,622); 2. Track (16,249); 3. Baseball (13,399); 4. 11-Man Football (13,309); 5. Golf (6,497); 6. Cross Country (6,213); 7. Tennis (5,425); 8. Wrestling (4,646); 9. Volleyball (2,951); 10. Swimming (2,163).

SPORTS INSTRUCTION



The 1966 catalog of visual sports instruction aids has been completed by The Athletic Institute and is available free upon request. The catalog covers the popular 33-unit series of How-To-Improve-Your-Sports booklets, 35mm filmstrip kits covering 34 sports subjects, instructor's guides, the new 8mm skill-builder loop films and a great many other books and films on various aspects of athletics, physical education and recreation.

Free copies of the new catalog can be obtained by writing to The Athletic Institute, 805 Merchandise Mart, Chicago, Ill. 60654.



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Trap and Skeet Champs on 'Dream' Hunt at Nilo Farms

A "once in a lifetime" bird hunt at Olin Corp.'s famous Nilo Farms shooting preserve near Godfrey, Ill., was awarded to this year's National Industrial champion trap and skeet teams last Oct. 30-31.

Presented with this fabulous duck and pheasant shoot were the #1 and #3 teams from Armco Steel Corp., Middletown, O., winner and runner-up out of 107 teams which participated in the 1965 National Industrial Trap Championships, and Olin's Westerner Club team of East Alton, Ill., 1965 National Industrial Skeet Champions.

These top marksmen were weekend guests of Olin Corp. and Winchester Franchise Operations.

Included in the Armco group were the champion #1 team composed of Buck Ingram, Stan Neanover, John Slifer, Arnold Smith, and Holly Cox; and the runner-up #3 team of Ray Winglewich, Ralph Ditmeyer, Gayle Keller, Vernice Hayes, and Earl Clemons, plus Armco recreation director, Bob Bauer; gun club president, Ralph Shafer, and NIRA executive director Don Neer.

The Westerner Club team included Howard Gebelein, Gary Miller, Bob Dubree, Charles Zirges, and Don Gilkinson, along with Olin recreation director, Bud Gresham.

The champions were greeted by Olin conservation director, John Madison, on their arrival at Nilo Farms' attractive club house early Saturday morning.

Following a colorful explanation of the conservation activities carried on by Olin and the development of its 700-acre showcase shooting preserve, the hunters were taken to the picturesque duck flyway bordering a natural lake.

Two shooters at a time were assigned to three blinds made from corn stalks. Each man was provided with a box of Mark 5 shells and a gun of his choice from the well-stocked gun room. Two beautiful Labrador retrievers were on hand with their trainers to bring in the game.

Then the first mallards came whizzing over the blinds at 60 miles an hour. It didn't take the champs long to realize that they would have to lengthen their leads if they were going to bag these speed demons. Pretty soon two and three ducks out of each flight were falling to the guns.

Each man had approximately one-half hour of the best pass shooting imagineable. One could duck hunt a lifetime and never be presented with the shots these men had in that half hour. Four



Above: Jim Dee, left, head of Winchester Franchise Operations, and Ralph Ditmeyer of the Armco trap team level on a couple of pheasant during the prize hunt at Nilo Farms. Below: A happy group of champions line up after a profitable day in the fields of Nilo. That's Bud Gresham hiding behind the pipe and sunglasses, recreation director for host Olin Corp. Standing at the far right is Bob Bauer, recreation director for Armco Corp.



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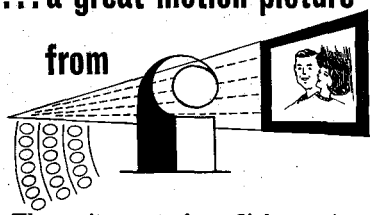
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ducks per man was the limit and the Labs turned in a flawless performance in retrieving the downed birds.

From the duck blinds the national champions went to the trap fields, where they were given a chance to show their prowess on a special game of ten all-angle shots called "crazy quail." Even after two tries, sixes and sevens were the best scores registered.

Following a delicious steak served up by Olin's famous Chef John, the group was divided into squads of four for an afternoon of pheasant hunting.

Each squad, accompanied by a trainer and two Springer Spaniels, was assigned specific areas of the corn and cane fields to work. The cover was ideal.

In a matter of three hours, all hands were back with their limit of 4 birds. It reminded one of South Dakota in its pheasant heyday. Only here there were a number of quail and partridge included in the bag. One squad of three men put up a total of 17 pheasants and a quail and downed 12 birds.

Back at the club house it was refreshments all around as the excited hunters recounted their exploits. There was no need for any tall tales after such a fantastic day's shooting.

Before taking their leave, everyone went down to the Nilo Kennels to inspect the jammed trophy room and the many fine dogs which are in training. In front of the kennels stands a statue of Nilo's most famous hunting dog, a Labrador named King Buck, who was the National Retriever Trial Champion in 1952 and 1953.

Soon it was time to head home. Thank you's and comments like "the greatest day in my life" rang out as each happy hunter tucked his package of neatly dressed game under his arm and headed for the car.

To top it all off, genial Jim Dee announced that Winchester Franchise Operations would again offer this prize hunt to the National Industrial trap and skeet champions in 1966. You can be sure that trap and skeet shooters across the nation will be keeping their guns hot throughout the winter in hopes of wining this "once in a lifetime" prize hunt at Nilo Farms.

Last Call for Deer Racks

Entries in the NRA-NIRA 1964-1965 Deer Trophy Tournament must be in the mail no later than December 31, 1965.

Competition in this postal contest is

continued on next page

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4971

GOLF DIGEST

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separated into two divisions: mule and whitetail deer (both typical and non-typical racks). Each rack must be entered on an official Boone and Crockett rating form and this form then sent to the National Rifle Assn. where the judging will take place.

National and regional prizes—trophies and plaques—will be awarded. A special lapel pin and certificate will be presented to the champion of each of the companies entered.

The best over-all rack, in the opinion of the judges, will win an expense-paid antelope hunting trip at the famous Elk Horn Ranch, near Cody, Wyoming in the fall of 1966.

So if one of your company's employees has recently bagged a buck, make sure it is entered in NIRA's Deer Trophy Contest.

Get Those Entries In for the 1966 Bridge Tournament

January 31, 1966 is the closing date for entries in the 4th annual National Industrial Duplicate Contract Bridge Tournament. The participation goal for the tournament is 6,600, so, Mr. Recreation Director, get your entries in now. The tournament will again this year be jointly sponsored by NIRA and the Whitman Publishing Co. of Racine, Wis., one of the largest playing card manufacturers in the country.

Play will begin at the local level in each Region. Match-point scores of the top two pairs in each local game will be converted to percentage scores and matched against winners of other games in *that Region only*. The top pair, or several pairs depending upon the number of entries in a given Region, will then travel, expenses-paid, to the finals in Chicago. There they will compete with the other NIRA Regional winners for the national championship.

Local games may be played on any day during the month of February, 1966. The finals will be played in three sessions at the Sherman House in Chicago on March 25-27. The pair with the top cumulative score for these sessions will be declared national champs.

Finals matches will be conducted under the supervision of Vincent O. Remey, a nationally-known and highly regarded bridge expert. His decisions regarding the selection of Regional and National winners, as well as conduct of play in the matches, shall be final.

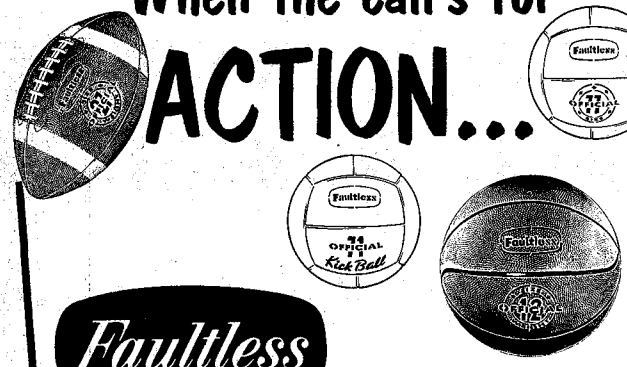
The national champion pair will receive their choice of awards: (1) An expense-paid two-week Goren Bridge Cruise to the Caribbean; or (2) A ten-day expense-paid trip to either the American Contract Bridge League Summer Nationals at Denver, July 29-Aug. 7, 1966; or to the ACBL Fall Nationals at Pittsburgh, Nov. 18-27, 1966, depending upon whichever is closer to their home city.

The top pair (percentage-wise) in each NIRA Region will receive trophies for their permanent possession.

Previous grand prize winners may compete, but will be ineligible to receive the grand prize for a three-year period. If they repeat as champions, an attractive alternate award will be presented and the advertised grand prize will be awarded to the runners-up.

In case you missed out on receiving instructions and entry forms for the tournament, complete information is available by writing NIRA headquarters, 20 N. Wacker Drive, Chicago, Ill. 60606.

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Travel Council's Reception Will Go "Over The Rhine" at NIRA's 1966 National Conference in Cincinnati

It will be *Wilkommen* all around when NIRA's Travel Council throws a wing-ding "Over the Rhine" party to kick off the 1966 National Conference in Cincinnati next May 21st.

Steins of beer, pretzels, an "oom-pah-pah" German band all will help transport NIRA conventioneers from the Sheraton-Gibson Hotel to an old-fashioned beer garden on the Rhine, says Bob Cook of Travelpower, Inc. Cook was elected chairman of the reception committee at the fall meeting of the Travel Council, which took place in Chicago last October 15th.

In addition to the Travel Council reception, there will be time alloted at the conference for a Group Travel Seminar. It was decided that this seminar will have a number of recreation directors, whose companies have group travel programs, relate some of the biggest travel problems they've encountered and how these were solved. Then various members of the Travel Council will contribute their own suggestions. Pat Green of Hilton Hotels Corp. was elected chairman of the seminar.

At the meeting, the Travel Council also voted to hold its next meeting on Feb. 24, in either Las Vegas or San Francisco. This would coincide with NIRA's Western Region Conference in Sacramento, Calif., Feb. 25-27.

Pat Green of Hilton gave a brief report on the progress of the "See the USA" program. He called attention to the "Discover America" program sponsored by the United States Travel Serv-

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Present at the recent NIRA Travel Council meeting in Chicago were: (Front row) Nancy Carey, Sheraton Corp. of America; Bob Cook, Travelpower, Inc.; Pat Green, Hilton Hotels Corp.; Martha Daniell, Nationwide Insurance Co.; Jeanne Frank, Vacations International, Inc.; Mary Kennelly, AT&T; Dave Midgely, Trans World Airlines, Inc.; Frank Davis, Lockheed ERC. (Middle row) Ken Farley, KKS International Corp.; Rod Price, Ask Mr. Foster Travel Service, Inc.; Miles Carter, McLean Trucking Co.; Bob Bergstedt, Vacations International, Inc.; Larry Deal, Inland Mfg. Div. of GMC; Chuck Bloedorn, Goodyear Tire & Rubber Co.; Arthur Hahn, KKS International Corp. (Top row) Lou Nobiletti, KLM Royal Dutch Airlines; Don Neer, NIRA executive director; Finn Ryssdal, Sabena Belgian World Airlines; Fred Canaday, General Motors Corp.; Martin Cunningham, American Airlines, Inc.; Art Hutchison, NIRA staff.

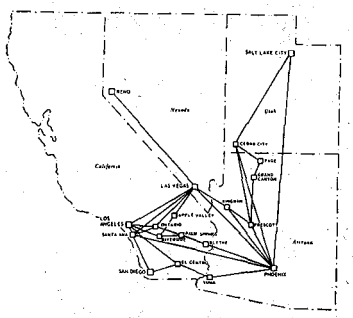
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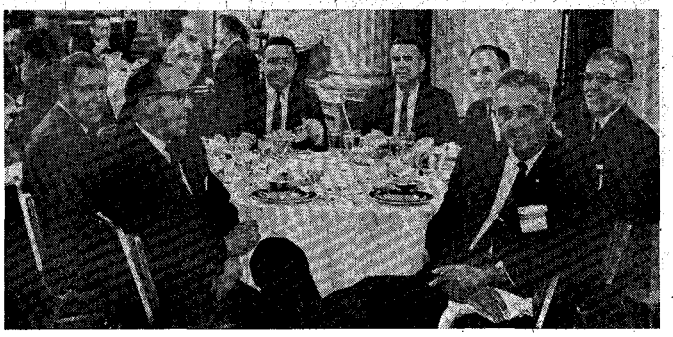
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Present At The Recent NIRA Board And Travel Council Dinner Were:

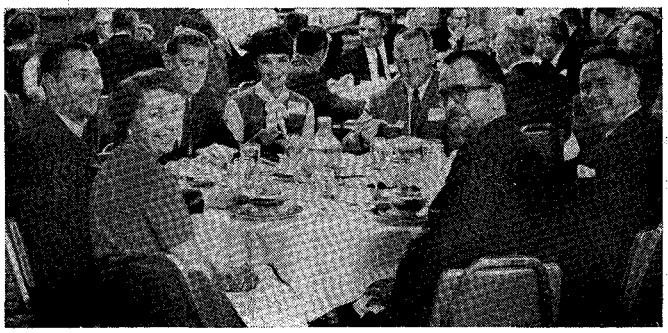


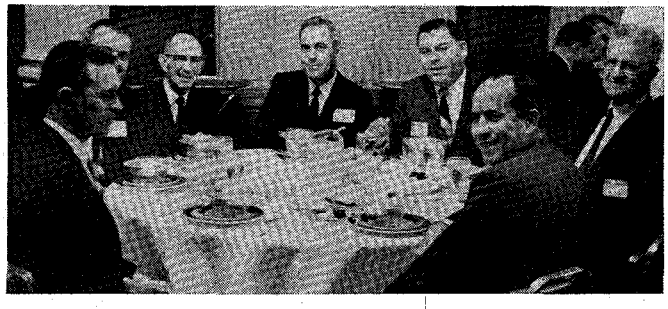
Above, from the left: Frank Davis, Lockheed ERC; Mike Brecka, Minneapolis-Moline, Inc.; Mrs. Pat Feely; Gordon Starr, University of Minnesota; Pat Feely, The Falk Corp.; Bob Cook, Travelpower, Inc.; and Bob Bergstedt, Vacations International, Inc. **Below,** from the left: P. J. McCarthy, Chicago Park District; Mrs. P. J. McCarthy; Tom McCarthy, Continental Assurance Co.; Jeanne Frank, Vacations International, Inc.; Fred Canaday, General Motors Corp., Mrs. Canaday; Martha Daniell, Nationwide Insurance; and Larry Deal, Inland Manufacturing Division of GMC.



Above, from the left: Pat Green, Hilton Hotels Corp.; Fred Wilson, Scovill Mfg. Co.; Ken Farley, KKS International Corp., Lou Nobiletti, KLM Royal Dutch Airlines; Jack Reardon, Michigan Avenue Assn.; Ken Leonard, Lockheed ERA; Tom Smith, Texas Instruments, Inc.; Joseph Paille, Eastman Kodak Co. **Below,** from the left: Martin Cunningham, American Airlines; Mary Kennelly, AT&T; Finn Ryssdal, Sabena Belgian World Airlines; Nancy Carey, Sheraton Corp. of America; Miles Carter, McLean Trucking Co., Art Hutchison, NIRA Staff, and Dick Todd, Vacation Vision, Inc.



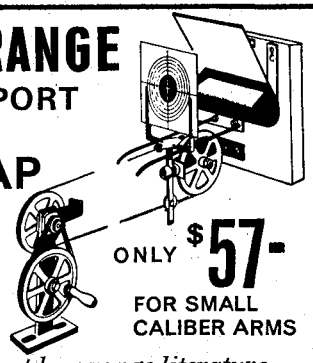




Above, from the left: Howard Honaker, Faultless Rubber Co.; Chuck Bloedorn, Goodyear Tire & Rubber Co.; Roy Ellington, Kaiser Aluminum & Chemical Corp.; Harold Craig, Continental Assurance Co.; Don Neer, NIRA executive director; Martin McCarthy, Continental Assurance Co., and Charles Cunningham, U.S. Dept. of Agriculture.

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ice, which is designed to accomplish the same goals.

Frank Davis of Lockheed, one of the NIRA members on the Travel Council, inquired about the President's reported intentions of keeping industry tours in the USA.

Dave Midgley of Trans World Airlines replied that John Black, head of the United States Travel Service, told delegates at a recent Gray Line meeting in New York City that the government was not opposed to foreign travel. The main aim of the "Travel America" programs was to encourage the people who have never even been 200 miles away from home to get out and discover the beauties of their native land.

Lou Nobiletti of KLM Royal Dutch Airlines observed that foreign travel was bound to increase as a result of the new fare reductions which came out of the Bermuda conference. He said that the answer to the dollar deficit is not in curbing foreign travel.

The NIRA members who were present at the meeting gave capsule reports of their firms' travel activities. A sample of these reports follow: Fred Canaday said that each General Motors plant offers its own program. Detroit sent 1,996 to the World's Fair, 79 to Mexico, and two plane loads to Hawaii.

Mary Kennelly reported that AT&T's program originated in 1958 and that retirees are now included. Tours of two and three week durations are offered. Their Hawaiian tour will be repeated in 1966.

With the conclusion of business, the Travel Council adjourned and joined the NIRA board of directors, who were in Chicago for a meeting the next day, at a combined reception and dinner hosted by the Continental Assurance Co. See page 60 for photos of this get-together.

Col. Ben Getzoff Dies

Colonel Ben Getzoff, 73, of Happiness Tours, Chicago, and long-time friend of NIRA, passed away Nov. 19.

He had seen service in both the First and Second World Wars and had been associated with Happiness Tours for the past 30 years.

At the time of his death, Colonel Getzoff was coordinator of Happiness' Journey of Fulfillment program, a European tour with religious emphasis.

Colonel Getzoff is survived by two brothers and a sister.

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R-M YEARLY INDEX

HOW TO USE: Every complete article of consequence which appeared in R/M during 1965 is classified in this index, which is intended to serve as a ready reference tool to industrial recreation topics for our readers. The Index lists the general categories of subjects reported on during the past year. Seek out the category first, then run down the list of articles for the subject you're after.

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1966 Membership Drive Under Way	Dec	52
Officers and Board of Directors		
NIRA Board of Directors	May	30
Most Traveled President Sparked Best Year of Growth	May	35
Bloedorn Takes the Helm: Deal to be Next President	June-July	20
Bloedorn to Speak at NRC Meeting	Aug	13
NIRA Board and Travel Council to Meet	Aug	13
NIRA Directors to Meet in Chicago Oct. 15-16	Sept	25
Fall Meeting of NIRA Board	Dec	53
Publications and Press Relations		
Recreation Management	Jan-Feb	32
Publications	Jan-Feb	32
Sports Illustrated Does NIRA Story	Jan-Feb	35
Readers Digest Story	May	41
NIRA Champ on Cover of Guns Magazine	Nov	18
Bowling Magazine Gives R/M Good Write-Up	Dec	55
Tournament Programs		
General		
National Tournaments	Jan-Feb	32
Executives Review NIRA Postal Events	March	33
NIRA's Tourney Schedule	June-July	31
Seek to Change NIRA Events to Regional Playdowns	Aug	18
Archery & Fishing Champs At North Manitou	Nov	8
Rifle Champ on Prize Boar Hunt	Dec	8
NIRA's Roll Call of 1965 Champions	Dec	27

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Archery		
Archery Wrap-up, 1965	Jan-Feb	39
NIRA to Raise Sights for 2nd Annual Tournament	April	24
Second Annual Archery Tourney	Aug	17
Archery Tourney Completes First Week	Sept	26
Bundy Tubing Wins NIRA's Archery Tourney	Oct	22
Once Upon an Island	Nov	8
Bowling		
Bowling Tournament, April 23-26, 1965	Jan-Feb	39
Ashland, O. Ready for NIRA Tournament	Mar	36
NIRA Bowling	April	26
National Industrial Bowling Tourney	Sept	25
Bridge		
Bridge, January-March, 1965	Jan-Feb	38
NIRA Finalists Play in Chicago	Mar	34
Trip to Caribbean for Bridge Winners	May	46
Final Standings — National Industrial Bridge Tourney	May	47
Record-Breaking Participation Predicted for the 1966 Bridge Tournament	Oct	18
1966 Bridge Competition Fast Approaching	Dec	58
Deer Trophy		
Deer Trophy — October, 1964-December, 1965	Jan-Feb	38
How Your Employees Can Enter	May	45
How to Score Your Trophy Deer	Nov	16
Last Call for Deer Trophy Contest	Dec	57
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Fishing Tournament, May-July, 1965	Jan-Feb	39
NIRA/AFTMA Tourney	April	17
NIRA's 1965 Postal Fishing Event	May	48
Time to Enter Those Company Fishermen	June-July	29
Tournament Enters Last Month	Aug	19
Olin Angler Wins Fishing Derby	Sept	28
Once Upon an Island	Nov	8
Golf		
Golf Tournament, August 14-15, 1965	Jan-Feb	39
Champion Fiber Will Host 20th Annual Golf Event	May	43
Midwest Golf Day	Aug	13
Entries Stream into NIRA, Hamilton Braces for Tournament	Aug	18
84 Teams Compete in NIRA Golf Tourney	Sept	27
Goodyear, Allis Chalmers Capture Golf Titles	Oct.	20
Shooting Sports		
Rifle Tournament, January-April, 1965	Jan-Feb	38
Pistol Tournament, January-April, 1965	Jan-Feb	38
Bob Utter Hunts that Utah Mountain Lion	Jan-Feb	40
NIRA Rifle-Pistol Meets in Action	March	36
A Cougar for a Champion	April	8
1965 Rifle-Pistol Tourney	April	26
NRA-NIRA Announce 1965 Rifle & Pistol Awards	May	49
NIRA/NRA Rifle & Pistol Awards given in Milwaukee	June-July	28
Sponsorship of Armco Shoot is Possibility	Aug	17
Armco Wins 16th National Industrial Trap Shoot	Oct	23
Olin's Westerners Win NIRA Skeet Invitational	Nov	17
NIRA Pistol Champion Competes at Camp Perry	Nov	18
NIRA Rifle Champ on Cover of Guns Magazine	Nov	18
Trap and Skeet Champs on Prize Hunt	Dec	56
Travel Council		
Meet Your Travel Council	Jan-Feb	24
Travel Council Meeting	April	28
Travel Council Plans Its 1966 Conference Reception	Dec	59
Physical Fitness		
Employee and Executive Fitness	May	16
Healthful Hunting Tips	Nov	18
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Model Employee Travel Club	Jan-Feb	44
Camp for Steel Workers' Children	April	12
Astronomy at Sunnyvale	May	22
Goodrich Employees Find Time for Fun, Games, and Charity	May	32
Scovill Scores Out of Doors	June-July	8
Bulls-Eye at Boeing	Oct	8
Junior Hockey: Dofasco's Winter Star	Nov	5
North American's Award Winning Program	Dec	23
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Sports and Leisure	March	16
Research and Education		
Foundation Plays Expanding Role in Recreation Research	May	39
Lifetime Sports Hosts Conference	Aug	13
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The Value of Gun Clubs In Industrial Recreation	Oct	5
Social Activities		
Planning Company Picnics	April	15
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Baseball		
Conn. Takes Little League Crown	Oct	19
Winter Sport — San Diego Style	Nov	11
Billiards		
14.1 Pocket Billiards	Aug	10
Games You Can't Find in Any Billard Rule Book	Aug	11
Bowling		
PPG Takes Top Honors in 1965 Bowling Meet	June-July	30
Something for the Ladies	Aug	6
Bowling Organizations and Services	Aug	7
How to Choose a Bowling Center	Aug	8
Season-Long Interest Builders	Aug	9
Some Special One Night Stands	Aug	16
Let's Not Forget the YBA	Sept	25
Bowling Tops in Industrial Recreation	Oct	19
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Golf		
How 31 U.S. Firms Operate Employee Golf Courses	Mar	14
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Junior Hockey: Dofasco's Winter Star	Nov	5
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Orth Discusses Firearms Bill	Sept	24
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Organizing a Company Shooting Program	Oct	6
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Shooting Safety	Oct	16
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Organize a Ski Weekend	Nov	19
Ski Storage Rack	Nov	18
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Industrial Softball	Mar	12
Brakettes Back from Softball Invitational in Melbourne, Australia	May	41
Amateur Softball Association Officials	June-July	29
Tennis		
Twin City Industrial Tennis League	Nov	15

CLASSIFIED

Rates: Positions Wanted—$5 for 50 words or less; 10¢ per word thereafter. Payment must be received with copy. Box numbers count as 10 words. Deadline: 10th of month preceding date of publication desired.

POSITIONS WANTED

Young man with M.S. in recreation and educational administration from Southern Illinois University seeks position in industrial recreation. Experience in elementary school recreation programs. Married, no children. Salary, $7,000.
Box #148—RECREATION MANAGEMENT

Young man with B.A. in recreation from Mankato State College seeks position as director or assistant in recreation field. Has 1 year of experience as physical activities director in state hospital. Will be available Jan. or Feb. 1966. Salary, $6,800.
Box #147—RECREATION MANAGEMENT

Young man with B.S. in physical education from Springfield College (Mass.) seeks administrative position in recreation field. Five years experience in Y.M.C.A. programs. Single. Salary, $6,500.
Box #146—RECREATION MANAGEMENT

Man with extensive experience in recreation administration and coaching on both college and service levels seeks position as director of large industrial recreation program. M.A. in administration and recreation from Columbia University. Married, 4 children. Salary, open.
Box #145—RECREATION MANAGEMENT

Youngman with B.S. in recreation from U. of Southern Mississippi seeks position as recreation director. Experience in city recreation. Married, 1 child. Salary, $5,100.
Box #144—RECREATION MANAGEMENT

Young man with 5 years experience in high school coaching and community center work seeks position as director of recreation/athletics in Midwest. B.A. in education from Colorado College. Married, 3 children. Salary, open.
Box #143—RECREATION MANAGEMENT

Young man with 3 years experience as director of a Y.M.C.A. recreation program seeks position as director of an industrial recreation program. B.S. in physical education from Mankato State College. Married, no children. Salary, $8,000.
Box #142—RECREATION MANAGEMENT

Young man with B.S. in business administration from Grove City College seeks position as recreation director in industry. Experience includes four years as high school teacher and coach. Married, two children. Salary, open.
Box #141—RECREATION MANAGEMENT

Man with B.S. in education from Univ. of Wyoming seeks position as director of recreation/athletics in industry. Experience includes six years municipal recreation. Married, four children. Salary, $7,200.
Box #140—RECREATION MANAGEMENT

Man with M.S. in recreation from Indiana U. seeks position as employee services administrator. Experience includes being superintendent of parks and recreation for several municipalities in Midwest. Married, two children. Salary, $9,600.
Box #139—RECREATION MANAGEMENT

Youngman with two years of college (no degree) seeks position on industrial recreation staff. Experience includes being playfield and swimming instructor. Married, no children.
Box #138—RECREATION MANAGEMENT

1961 Purdue graduate with B.S. in recreation seeks recreation and/or personnel work in industry. Has 15 months experience with a county recreation department. Married, no children. Salary, above $6,200.
Box #110—RECREATION MANAGEMENT

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Wanted: College graduate in physical education and/or recreation for field job with prominent sporting arms manufacturer. Send resume. Salary, $8,000 to $10,000.
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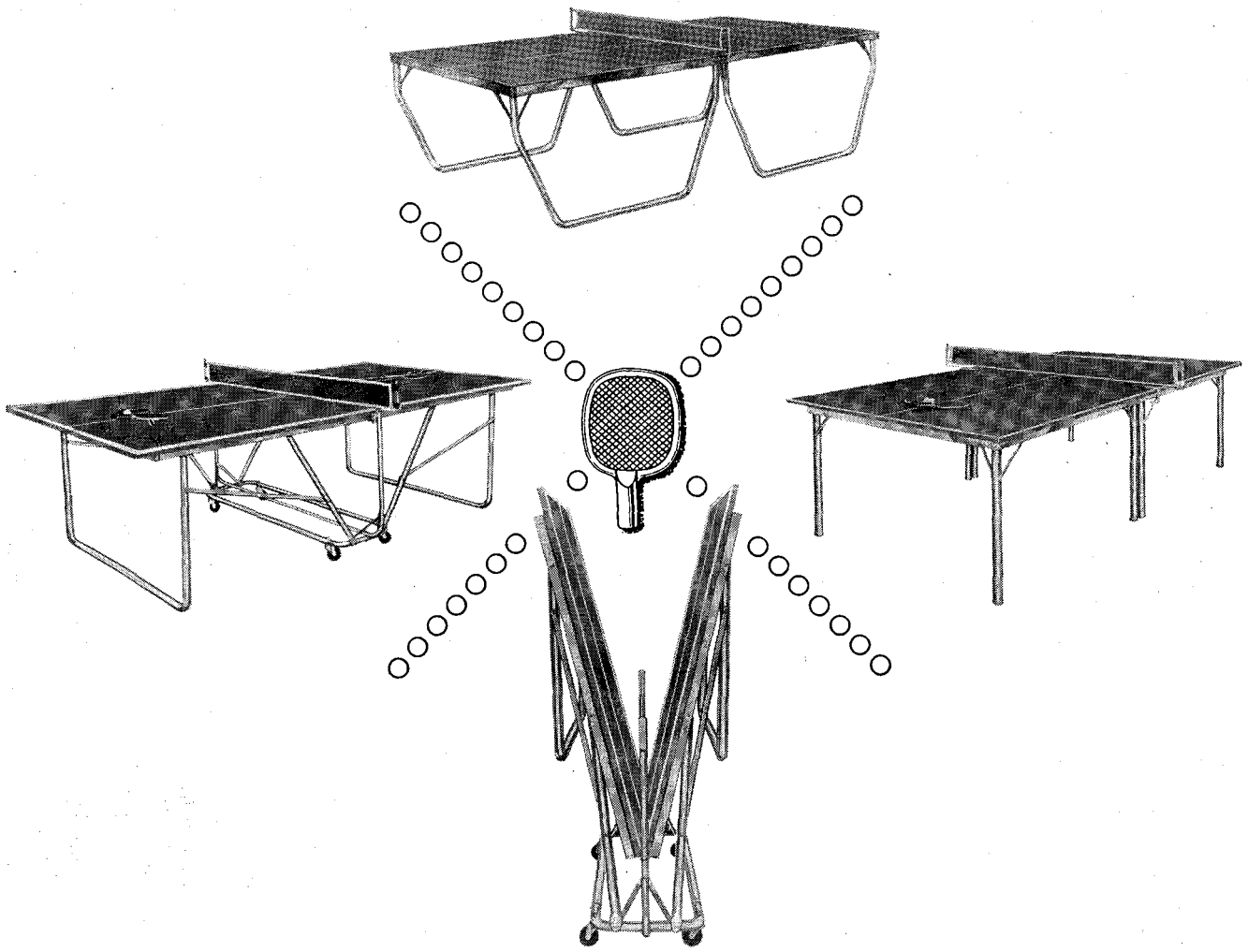
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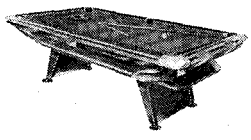
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